

Certified Contact Center Professional

Certified Contact Center Professional Program

Date : 15th - 16th February 2012

Venue : ATCEN Learning Centre, Damansara, PJ



Certificate of completion jointly awarded by Western Kentucky University (USA) and ATCEN (Malaysia)

Workshop Description

As Contact Center Operations increases in complexity, the roles and responsibility of Contact Center Professionals has changed drastically. Today, it has become a necessity for most Contact Center Professionals to not only serve the customer but also to up-sell and cross-sell to them

This certification program certifies customer contact professionals on the essential soft-skills elements associated with superior telephony sales and service management. The program consists of modules that teach participants essential skills such as communication, call management, call courtesy, call accuracy, professional customer service & selling principles and concepts. This program certifies that the participant has the relevant skill set to service and sell to customers

Workshop Objectives

- Understand the need to exceed customer delight;
- Appreciate what it takes to be a successful Contact Center Professional in current environment;
- Develop superior communication skills;
- Create lasting impressions with the Customers;
- Understand the importance of call and service management;
- Understand the inbound and outbound call structure;
- Learn how to handle difficult customers;
- Develop selling techniques and applications for upselling and cross-selling

Who Should Attend?

- Contact Center Professionals
- Customer Service Professionals
- Telesales Professionals

Organized by:



Certified Contact Center Professional Program

INTRODUCTION

Module 1: Introduction to Today's World Class Contact Center

- Understanding the Role and Benefits of the Contact Center
- Delivering Exceptional Call and Service Management – “Passion to Exceed Customer Delight”
- Creating the 4 Levels of Service to ‘Wow’ the Customer

Module 2: Contact Center Professionals Competency

- Developing the KSAH of Effective Contact Center Professionals
- Developing Confidence and Rapport Building Skills
- Customer Service and Sales Are Related

Module 3: Clear Communication Always

- Exceptional Communication to Create First and Lasting Impression
- Understanding the Communication Model and Process
- Developing Superior Listening and Questioning Skills

SERVICE MANAGEMENT

Module 4: The Inbound Telephone Call Structure

- The Call Opening, Hold and Transfer
- Understanding Customers Challenge & Needs
- The Call Closing & After Call Activity

Module 5: Managing Difficult Customers

- Understanding What Causes Conflict and the Stages of Conflict
- The 6 Different Types of Customers
- Dealing with Difficult Customers – The LEARN Approach
- Practicing Transparency with Customers

SALES MANAGEMENT

Module 6: Up-Selling and Cross Selling Lead In

- The Cross-Selling and Up-Selling Map
- Statements and Words to Gain Customers Interest and Attention
- Listening and Probing To Understand Customer Viewpoint

Module 7: Up-Selling and Cross Selling Closure

- Selling Benefits to the Customer
- Listening and Responding to Verbal Buying Signals
- The Objection Handling Strategy: Acknowledge Diffuse-Response Approach

Certification



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(Malaysia)**

Full Class Attendance

Assessment comprising of:
50 Multiple Choice Questions (100%)

An examination score of **84 percent or higher**
must be achieved in order to obtain certification.

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1750	End of Workshop

The above Chronology applicable for Day 1 till Day 2

Additional Hours for Day 2

1700 – 1900	Certification Examination
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Certified Contact Center Professional Program

Roshini Visvananthan Trainer



Roshini is a Training Consultant with the ATCEN Group. She graduated with honors from the University of Malaya and since then has had the opportunity of working with several national and international organizations. She is a Certified Professional Trainer (USA), Certified Contact Centre Manager and a Coach.

Prior to joining ATCEN, Roshini has worked in the Insurance, Banking as well as Technology industry. Coming from a corporate management environment, Roshini has extensive experience leading teams in projects involving process improvement in areas such as Customer Service as well as Service Quality Management.

Having had experience in the many facets of customer service including face to face customer interaction, Complaints and Escalation management via the phone as well as emails, Roshini is well versed with the technicalities and skills needed to handle today's customers in the contact center environment. She also has good experience managing people from very diverse cultures, backgrounds and countries.

Furthermore having dealt with many difficult customer situations, she is very experienced in training first level as well as second level customer support staff to better see the techniques in handling complicated cases involving people, processes and products.

As a trainer Roshini has conducted trainings and workshops in many different areas. This includes Contact Center Team Leader, Contact Center Manager, Contact Center Coach, Help Desk Professional, Contact Center Professional, Call Quality Management, Managing Difficult Customers, The Total Customer Experience, Telephone Etiquette, Negotiation Skills, Process Improvement, Effective Communication Skills, Delivering Resolutions to Customers, Telesales skills, Presentation skills, as well as Quality Improvement. Roshini has undertaken projects related to change management and Needs Based Selling.

Roshini is a highly motivated individual that truly believes in the potential of people. She is actively involved in several NGOs related to the development of young adults. Her dynamic personality has many a time been described by people to be contagious. Roshini passionately believes that, "The End of Education is Character" and with the right Character, Anyone can Achieve Success.

Companies that have attended programs with Roshini:

- Hewlett- Packard
- CIMB
- MAA
- ASTRO
- Perodua
- Mesiniaga
- Bank Negara
- Bank Rakyat
- Alfa Laval
- Century Software
- CSC Malaysia
- KWSP
- Khazanah Nasional Berhad
- Tanjong Offshore
- Prometric Technology
- Taylors University College
- DagangNet
- Global Transit
- Maybank
- Celcom
- ETIQA
- Ambank
- RHB Bank
- SONY Malaysia
- Canon
- Takaful
- TNT Malaysia
- Sunway
- AIA
- Alcatel Lucent
- K&N Kenanga
- Heitech Padu
- Perodua
- Atos Origin
- Cosmopoint
- Bank Islam Berhad

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Perdana, PJ**

TO REGISTER OR FOR MORE INFORMATION:

Kindly call us at 03-77282623 or email us at

pw@atcen.com