

Certified Contact Center Trainer

Date: 11th - 13th June 2012

Venue: PARKROYAL, Kuala Lumpur



Certificate of completion
awarded by **Western
Kentucky University (USA)**.
Certificate of Attendance by
ATCEN (Malaysia)

Workshop Description

The contact center environment is highly dynamic and everything from systems, processes to people undergoes change consistently. The need to keep up with these changes and the continuous training of agents old and new is the bulk of the contact center trainer's role.

The trainer in the contact center is often seen as the point of reference and knowledge of anything and everything, ranging from soft skills to technical knowledge to system know-how.

This program focuses on the end-to-end process of the contact center training and development function. It would include areas that would address issues constantly faced by Contact Center trainers such as high volume and consistency of New Hire training, monitoring the performance of agents, establishing a strong foundation and providing a platform for them to grow.

Workshop Objectives

- Understanding the Contact Center Training Management Cycle
- Managing the Training Cycle within the Contact Center
- Training Needs analysis within the Contact Center
- Understanding the fundamentals of adult learning
- Developing evaluations that would appropriately give feedback on training.
- Sharpening delivery skills and learning how to create interesting sessions while delivering technical information.

Who Should Attend?

- Contact Center Trainers
- Individuals required to conduct training in the Contact Center Environment

Organized By:



Certified Contact Center Trainer Program

Day 1

Module 1: Introduction

- What is Training and Development in a Contact Center?
- Introduction to Training in a Contact Center Environment
- The Role of a Contact Center Trainer

Module 2: The Contact Center Training and Development Cycle

- Developing the Holistic View of a Contact Center Trainer
- Creating a Continuous Learning Culture Within the Contact Center
- Understanding Contact Center Metrics
- Evaluating Performance Indicators as Means to Justify Training Needs
- Alignment of Training Plans to Contact Center Direction

Module 3: The Contact Center Training Management Cycle

- Adults Learn Differently – Creating Agents' Learning Responsibility
- 6 Steps of the Training Management Cycle – Training Needs Analysis (TNA), Session Planning, Training Materials Design and Development, Training Delivery, Evaluation Methodology, Writing Training Reports, Developing Further Enhancement Plans.
- Creating a Competency Development Plan Based on Contact Center Roles
- Sourcing for External Help – Vendor Management

Day 2

Module 4: Determining Training Needs

- Determining Information Gathering Points for Training Needs
- Establishing a Continuous Feedback and Evaluation Loop for Training Enhancement
- Understanding Customizing for Different Business/ Account/ Project Directions in the Contact Center

Module 5: Designing Training Workshops

- Objective And Goals Development
- Creating Relevant And Focused Modules
- Different Methodologies On Training Agents
- Designing A Sustainable And Suitable New Hire Training Program
- Designing A Comprehensive On-Boarding Plan With Appropriate Check And Balance

Module 6: Adult Learning Techniques

- Preferences Of Adult Learners
- How To Build Retention
- Do's And Don'ts Of Adult Learning
- Different Techniques To Manage Different Levels Of Agents

Module 7: Evaluations

- Evaluating Training Effectiveness
- Measuring The Impact Of Training On The Agents
- Coaching And Mentoring Your Agents

Day 3

Module 8: Developing a Foundation on Training and Development

- Inventory Your Presentation Skills
- Designing Interesting Approaches to Technical Information Training Delivery
- Managing Difficult Participants
- Facilitation vs. Lecturing
- Delivering Experiential Based Learning

Examination

Certification by:



Certificate of Completion awarded by Western Kentucky University (USA) &

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Certification is dependent on the following:

- Full Class Attendance
- 2-Part Assessment comprising of:
 - Part 1 - 40 Multiple Choice Question (40%)
 - Part 2 – Presentation / Facilitation of Training (60%)

An examination score of **80 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 3

Additional Hours for Day 3

1700 – 1900	Certification Examination
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Course Leader Profile

Ken Ng

Contact Center “Sifu”, Master Trainer



Ken serves as Principal Consultant for The ATCEN Group. He is a Certified Professional Speaker, Certified Support Manager from Service Support Professional Association of America, and Certified Trainer from Western Kentucky University, USA. He holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian customer interaction management industry since the mid-90's and is better known as the “Sifu” to his peers, colleagues, partners and customers. Ken is one of only two Certified Trainers from Western Kentucky University, USA that is able to conduct this program.

With more than 19 years of both strategic and operational service and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on service, contact centers and the customer experience in Asia Pacific. Passionate, dynamic and energetic, he is a much sought after speaker and has been involved in providing strategic directions for the Asian service, sales, marketing and customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. Intent on sharing his expertise in the customer experience industry, he is regularly nominated by the Customer Relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of the notable judges in the highly recognized CRM & CCAM Annual Awards in various categories.

His expertise continuously leads to consulting and performance enhancement engagements regionally with Multi National Companies, Large Local Conglomerates and Government Linked Companies, where he focuses on the mission critical aspects of Service, Customer Interaction and Customer Experience, Strategic Sales and Service Blueprint design, Human Capital Recruitment & Development, Service, Sales & Marketing Framework, People Motivation & Teamwork, Business Development, Key Account Servicing, Business Process Rejuvenation, Performance Management implementation and all aspects of Frontline and Contact Center Management.

Ken first became involved with service in the mid-80's while he was still in America. Since then, Ken has held a variety of leadership, management and operational roles in service, sales, marketing, collections for major service and sales operations. Ken is also a pioneer/owner of the first premier cyber cafe chain in Malaysia and has held key positions in many organizations such as Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting the South East Asia and Asia Pacific region, Marketing Consultant for Microsoft Malaysia's MSN website to Sales and Marketing Strategist for the Kirby Company, USA and many more.

Companies that have attended programs with Ken

- Alcatel Lucent (M)
- Bank Islam
- Bank Kerjasama Rakyat
- Bank Muamalat
- Canon Marketing
- DHL Express (M)
- E-Genting
- EON Bank
- Etiqa Insurance & Takaful
- ING Insurance
- Institut KWSP, interTouch (M)
- iPerintis
- IT-365
- Jebson & Jessen Communication Solutions
- Johnson Controls (M)
- Kompakar eRetail
- Malaysian Assurance Alliance
- Maybank
- OCBC Bank, Professional Advantage
- Prudential BSN Takaful
- REDtone Telecommunications
- Royal Selangor
- Sapura Research
- Shell Information Technology International
- Takaful Ikhlas
- Tokio Marine Insurans

Previous Participants Comments:

“Mr. Ken has done a good job by encouraging all the participants positively. Good communication skills. More reliable on the emotional & consistency service continuously to him provided. Well done”

“It was a great journey for these 2 days. Learn more in details for some module and will practice it.”

“I learnt a lot from this training and will implement to my team.”

“Facilitator delivered knowledge very clear and he is very experienced.”

“The workshop was conducted in a very effective methodology. The workshop was fruitful & relevant to our job task. Very interesting workshop. Excellent presenter / facilitator.”

Easy to understand, very interesting and interactive. Facilitator were lively”

“Had a lot of fun. Ken is definitely fantastic trainer!”

Course Leader Profile

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
- Tanjung 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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TO REGISTER OR FOR MORE INFORMATION:

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