

Certified Call Quality Management

Date: 9th – 11th April 2012

Venue: Parkroyal Hotel, Kuala Lumpur



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

Workshop Description

Call quality monitoring refers to the process of listening to or observing an agent's phone conversations or other multimedia contacts with customers to establish and evaluate the quality of the interaction.

In contact centers, this is the most effective method for improving agent skills, motivation levels and the overall level of service delivery within the operational calling floor. When calls are monitored properly, not only can it improve the customer experience, it can also improve overall call center performance, reduce callbacks, focus training efforts, identify process improvement opportunities and facilitate employee development.

Therefore, a Contact Center's quality call monitoring program is an essential element in providing excellent service to customers. Quality interactions help retain your customers and grow the business.

This workshop delves into the necessary elements in understanding, designing, implementing and managing a call quality management program to ensure consistent, high quality sales/service information accuracy, call management and great customer experience.

Workshop Objectives

- Create and enhance awareness of contact center call quality monitoring;
- Learn key concepts about call monitoring;
- Recognize the importance of call monitoring;
- Understand how call monitoring is the key factor in determining the actual customer experience;
- Develop a call quality monitoring program;
- Formulate a call monitoring plan;
- Learn how to create a comprehensive call monitoring manual;
- Establish relevant KPI's to the call quality program;
- Improve coaching feedback methods and agent retention;
- Manage individual development effectively.

Who Should Attend?

- Operations Managers
- Quality Professionals
- Contact Center Executives
- Team Leaders
- Senior Contact Center Professionals

Organized by:



Certified Call Quality Management Program

Module 1: The Role of Call Monitoring in a Contact Center

- What is a Call Quality Monitoring Program?
- Understanding the Concept of Call Monitoring and the Distinct Customer Experience
- Leveraging on Call Monitoring as a Performance Indicator
- The Challenges of Call Quality Monitoring in Contact Center Operations
- Best Practices in Call Quality Monitoring

Module 2: Setting up a Call Quality Monitoring Program

- Essential Components of a Call Quality Monitoring Program
- Designing and Developing a Call Monitoring Program
- Defining Call Monitoring Program Vision Mission and Objectives
- Identifying Documentation Required in a Successful Call Monitoring Program
- Developing the Call Quality Monitoring Scorecard
- Developing the Crucial Accompanying Call Quality Monitoring Manual
- Management Support and Considerations

Module 3: The Call Monitoring Foundation

- Identifying the Right Analysts to Conduct Call Monitoring
- Training Leader, Facilitators and Call Monitoring Team
- Identifying and Selection Methodology of Call to be Monitored

Module 4: Operational Elements of Call Monitoring

- The Correct Way to Monitor
- Identifying Agent's Areas of Strengths and Development
- Creating Alignment and Identifying Correlation Factors of Call Monitoring Scores with Existing KPI's
- Performance Managing Call Monitoring Results

Module 5: The Importance of Call Calibration

- What is Call Calibration?
- Understanding the Objectives of Call Calibration
- Mapping the Call Calibration Process and Planning
- Meeting Management Skills for a Call Calibration Session

Module 6: Performance Feedback Concepts

- What is Feedback and How It Works
- The Relationship and Differences Between Performance Monitoring and Feedback
- The Performance Management Cycle and Role of Coaching and Feedback

Module 7: Developing Key Coaching Skills

- Principles & Qualities of an Effective Coach
- Focus on the Job Holder, Earn the Right To Advance and Advanced Through Involvement
- Developing Communication Skills to Secure Buy-in

Module 8: Moving Forward

- Assessing the Readiness of Current Operations to Implement Call Quality Monitoring Program
- Creating Your Personalized Implementation Plan

Certification by:



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

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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Facilitator 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
- Jebesen & 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!”

Roshini Visvanathan 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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TO REGISTER OR FOR MORE INFORMATION:

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pw@atcen.com