



Contact Center Inbound Teleskills

Inbound Teleskills

Date: 28th – 29th October 2009

Venue: ATCEN Learning Center, Damansara Perdana, P.J

Organized By: **ATCEN**SM ACADEMY

Workshop Description

The Contact Center Inbound Tele-Skills Workshop introduces contact center professionals to the essential and fundamental soft-skills elements associated with superior Telephone Customer Service.

This essential workshop consists of modules that teach participants basic skills such as fundamental communication, call management, call courtesy, and professional customer service principles and concepts.

Workshop Objectives

- To appreciate the importance of Exceeding Customer Delight;
- To understand the difference between good customer service and great customer service;
- To understand the importance of customer service;
- To Develop fundamental key communication skills;
- To understand the inbound call structure;
- To project professionalism on the telephone;
- To manage the different types of customers;
- To identify the different knowledge levels of the customers;
- To learn to manage difficult customers.

Who Should Attend?

- Contact Center Professionals



The Asia Entrepreneur Alliance Worldwide awarded the **3rd Asia Pacific Super Excellent Brand Award - Service Excellence** to **ATCEN Sdn Bhd** in January 2008.

The organizing committee highlighted that ATCEN is recognized as a brand leader that produces high quality, stylish products and services on a regional level, and will always be in the forefront of high quality performances.

Contact Center Inbound Tele-Skills Workshop

Day 1:

- 0830 Welcome Coffee and Tea
0900 INTRODUCTION
Module 1: Creating The Branded Customer Experience
- Passion to Exceeding Customer Delight
 - The 4 Levels of Customer Service: Must, Should, Could and WOW!
 - Delivering the Branded Customer Experience by Capturing Customers Emotions
- 1030 Tea Break
1050 **Module 2: Communication Fundamentals**
- The Communication Process
 - Developing Listening and Questioning Skills
 - Building Confidence and Rapport with Customers
- 1300 Launch
1400 **Module 3: The Inbound Telephone Call Structure**
- Call Preparation and the Call Welcome
 - Understanding Customers Challenge & Needs
 - The Call Closing & After Call Activity
- 1530 Tea Break
1550 Continue Module 3
1700 End Day 1

Day 2:

- 0900 **Module 4: Projecting a Professional Image**
- Putting Customers On Hold, Transfer and Escalation
 - Calling the Customer Back
 - Upholding the Organization Integrity - Dealing with Transparency Issues
- 1030 Tea Break
1050 **Module 5: Customer Behaviors and Managing Them**
- The 6 Different Types of Difficult Customers
 - The 4 Knowledge Levels of the Customer
 - Techniques to Manage The Different Customer Types
- 1300 Launch
1400 **Module 6: Managing Difficult Customers**
- Understand What Causes Conflict and the Stages of Conflict
 - Dealing with Difficult Customers – The LEARN approach
 - Vital Tips for Dealing with Angry & Emotional Customers
- 1530 Tea Break
1550 **Module 7: The Way Forward**
- Continuous Development Of KSBH
 - Personal Action Plan on Behavioral Change
- 1700 End Day 2



Darren Suresh Kumar
Training Consultant
ATCEN Sdn Bhd

Darren has a Diploma and an a BA in Business Management in addition to 18 years of actual work experience and 6 of that in Training & Development. In his years of being in the job market, Darren has been in the manufacturing, sales & marketing, event management, contact center, (Business Process Outsourcing) BPO and education industries. Darren serves as a Training Consultant with the ATCEN International Group –a leading regional provider of people and brand development. He has a passionate belief that people are the key to success in any organization.

Known for his charisma and strong personality he challenges ideas and boundaries during his time as a company trainer in the contact centers. He believes in the motto *People make the company great, technology just helps them along*. He is a dynamic, enthusiastic and energetic trainer and believes in working with the cultures of his clients and yet is able to challenge appropriately and sensitively. Additionally, Darren is able to design, develop, train, facilitate, evaluate and offer consultancy advice to support increased knowledge, skills and understanding related to all aspects of people development.

His training style looks towards challenging people's assumptions and mind-sets, dismantling any barriers to success, to give access to previously unobtainable results. Darren is also a great supporter of a positive approach to managing pressure in the workplace and key motivation is finding effective, innovative and "easy to use" solutions to add value not simply effort.

Registration Form :

Contact Center Inbound Tele-Skills Workshop on

28th – 29th October 2009, ATCEN Learning Center, Damansara Perdana, P.J

**Yes! Please register the delegate(s) for this event
(Kindly photocopy for more delegates)**

Delegate 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Delegate 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Human Resource / Approving Manager:

Job Title: _____

Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

How did you find out about this event?

Please tick (✓) your choice(s)

- From ATCEN email notification
- From Colleague, Management, HR or Training Department
- Others: _____

For Office Use Only

Contact Person: _____

Invoice Number: _____

Remarks: _____

Training Workshop Investment - RM 1200

The investment includes lunch, refreshments and training materials.

- **The program is PSMB claimable.** Subject to PSMB approval.
- **Institute Bank-Bank Malaysia (IBBM):** ATCEN is recognized and is authorized by IBBM to conduct people development training to banks operating in Malaysia.
- **Group Discount of 10%** for 3 or more participants who register for the program at the same time and are from the same organization.

Terms & Conditions

1. Upon receiving a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training program.
2. Payment is required upon the confirmation of the registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 days prior to the event commencement date and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

Ways to register

All cheques are to be made payable to **ATCEN SDN BHD** and mail your payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana, 47820 PJ,
Malaysia.**

Tel : +603 7728 2623

Fax : +603 7728 2620

Enclosed is our cheque for the event

RM _____

Authorized Signature : _____

Company Stamp Chop : _____

Invoice Attention To (Mr/Ms): _____