



Certified Contact Center Team Leader

Date: 7th – 8th October 2009

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

Organized By: **ATCEN**SM ACADEMY

Program Description

The Certified Contact Center Team Leader Program is developed for contact center middle management individuals. The Team Leader forms the crucial link between operations, management and agents. These individuals face high levels of stress and are usually promoted based on the fact that they were high performing “Super” agents. However, not all individuals are natural leaders and may not have the proper skills to transform themselves from a highly stressed position to exceedingly successful performance.

The CCCTL is a comprehensive program that provides insights into the day-to-day leading and management of a team in a knowledge-based environment that demands competent leaders in creating and leading highly successful, loyal and motivated teams. Most importantly, this program will provide Team Leaders with the fundamental bridging skills between the agent and the Team Leader.

Program Objectives

- ◇ To understand the roles and responsibilities of a contact center Team Leader
- ◇ To understand the fundamentals of leadership skills
- ◇ To develop strategic thinking skills
- ◇ To develop the aptitude of a Team Leader
- ◇ To develop communication and interaction skills
- ◇ To learn conflict and disciplinary management skills
- ◇ To provide a morale and performance booster for the individuals in the team

Who Should Attend?

- ◇ Senior Contact Center Agents
- ◇ Team Leaders
- ◇ Supervisors

Certified Contact Center Team Leader Program

Day 1:

- 0830 Welcome Coffee and Tea
- 0900 **Module 1: Introduction to Contact Center Leadership**
- Understanding the Difference Between Leadership and Management
 - Understanding the Nature of Contact Center Leadership Duties
 - Creating Effective Contact Center Leadership Behavior
- 1030 Tea Break
- 1050 **Module 1 Continued**
- 1300 Lunch
- 1400 **Module 2: Developing Strategic Thinking Skills**
- Identifying 2 Major Preferences in Thinking Skills when in a Contact Center
 - Right Brained Thinking Versus Left Brained Thinking
 - Developing an Understanding of Daily Operations Performance (SLAs) and the Required Actions
- 1530 Tea Break
- 1550 **Module 3: Developing Specific Behaviors to Manage Relations**
- Developing Supportive Leadership Skills
 - Developing Mentoring and Coaching Skills
 - Understand Guidelines for Recognition and Rewards
- 1700 End of Day One

Day 2:

- 0900 **Module 4: Developing Communication and Interaction Skills**
- Communicating a Culture of Positive Reinforcement
 - Developing Positive and Influential Verbal Communication Skills
 - Developing Positive Non-verbal Communication Skills
- 1030 Tea Break
- 1045 **Module 5: Performance Management and Disciplinary Skills**
- Managing Conflict in Performance Management Situation
 - Effective Disciplinary Actions in a Contact Center
 - Developing Skills in Providing Performance Feedback
- 1300 Lunch
- 1400 **Module 6: Making Teams Work with Empowerment**
- Identifying Attributes of Successful Performing Teams
 - Learning to Facilitate and Empower Team Learning
 - Motivating and Driving your Team with a Collective Sense of Identity
- 1530 Tea Break
- 1550 Q & A
- 1620 Self review
- 1700 Certification Examination
- 1800 Exam End



Ken Ng
Principal Consultant
ATCEN Sdn Bhd

Ken serves as Principal Consultant for ATCEN Malaysia - a leading regional service provider of customer contact management consulting, human performance and business process outsourcing services. He is a Certified Support Manager from Service Support Professional Association, America and holds a Bsc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian customer contact management industry since the beginning and is better known as the "Sifu" to his peers, colleagues, partners and customers.

With more than 18 years of both strategic and operational customer contact center experience, Ken is an author of numerous white papers, articles and has conducted in depth research and studies on contact centers and customer experience in Asia Pacific. He is a much sought after speaker and has been highly involved in providing strategic directions for the Asian customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He was recently appointed by Customer relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized CRM & CCAM awards.

Certification

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



The CCCTL program consists of 2 parts:

- Class Attendance (14 contact hours)
- 1 one-hour (1 hour) 50 questions multiple-choice Certification Exam

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

Registration Form :
Certified Contact Center Team Leader Program on 7th – 8th October 2009
ATCEN Leaning 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 2500

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):** _____