

Certified Contact Center Professional (CCCP)

Soft skills based, this designation identifies professionals that have reached an essential standard of customer service & sales focused competency in dealing with customers over the phone. The participants of this workshop will develop the necessary knowledge and skills to work in an inbound or outbound contact center. Additionally, it provides the participants with an understanding of the analytical process for solving problems and selling to customers.

Certification

The CCCP program consists of 2 parts:

- Class Attendance (14 contact hours)
- 1 one-hour (1 hour) 50 questions multiple-choice examination paper

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



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

Duration

2 Days

Medium of Delivery

English language

Fees

RM 2,000 Per Participant

ATCEN is accredited as the first accredited training provider with the **Customer Relationship Management & Contact Center Association Malaysian (CCAM)**



Program Outline

Program Title	Certified Contact Center Professional (CCCP)
Program Duration	2 Days
Program Description	The program introduces customer contact professionals to the essential and fundamental soft-skills elements associated with superior call and service management. The customer contact professional workshop consists of modules that teach participants essential skills such as essential communication, call management, call courtesy, call accuracy, professional customer service & selling principles and concepts.
Who Should Attend?	<ul style="list-style-type: none"> • Contact Center Professionals • Customer Service Professionals • Telesales Professionals
Program Objectives	<ul style="list-style-type: none"> • To understand the importance of a Contact Center to the organization and exceeding customer delight • To appreciate what it takes to be a successful Contact Center Agent • To develop essential communication skills • To understand the importance of call and service management • To understand the inbound and outbound call structure • To learn how to handle difficult customers • To develop selling techniques and applications • To manage self in the Contact Center
Program Outline	<p>INTRODUCTION</p> <p>Module 1: Introduction to Today’s World Class Contact Center</p> <ul style="list-style-type: none"> • 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 <p>Module 2: Contact Center Professionals Competency</p> <ul style="list-style-type: none"> • Developing the KSAH of Effective Contact Center Professionals • Developing Confidence and Rapport Building Skills • Understanding Your Style from Personality Profiling: DiSC <p>Module 3: Communication</p> <ul style="list-style-type: none"> • Executing Exceptional Communication to Create First and Lasting Impression • Understanding the Communication Model and Process • Developing Listening and Questioning Skills

	<p>INBOUND TELE-SERVICE</p> <p>Module 4: The Inbound Telephone Call Structure</p> <ul style="list-style-type: none"> • The Call Opening, Hold and Transfer • Understanding Customers Challenge & Needs • The Call Closing & After Call Activity <p>Module 5: Managing Difficult Customers</p> <ul style="list-style-type: none"> • Understanding What Causes Conflict and the Stages of Conflict • Dealing with Difficult Customers – The HEAT Approach • Practicing Transparency with Customers <p>OUTBOUND TELE-SALES</p> <p>Module 6: The Outbound Telephone Call Structure</p> <ul style="list-style-type: none"> • The Call Opening: Purpose, Benefit and Check • Understanding Customer Needs and Requirements • The Call Closing & After Call Activity: WWW.Customer.COM <p>Module 7: Strategic Positioning And Propositions</p> <ul style="list-style-type: none"> • Identifying Unique Features, Differentiated Advantages and Promised Benefits • Creating Attention, Interest, Desire and Action in Customer (AIDA) • Performing the “MILLION DOLLAR PITCH”
<p>Training Methodology</p>	<p>The training methodology will include short lectures, role-plays, games, activities, presentations, discussions, case studies with continuous evaluation and real time feedback.</p>