

Certified Contact Center Team Leader (CCCTL)

The Certified Contact Center Team Leader Program is developed for contact center middle management individuals. The Team Leader forms the crucial link between the 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 position.

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.

Certification

The CCCTL program consists of 2 parts:

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

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 2,500 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 Team Leader (CCCTL)
Program Duration	2 Days
Program Description	<p>The Certified Contact Center Team Leader Program is developed for contact center middle management individuals. The Team Leader forms the crucial link between the 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 position.</p> <p>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.</p>
Who Should Attend?	<ul style="list-style-type: none"> • Senior Contact Center Agents • Contact Center Team Leaders • Contact Center Supervisors
Program Objectives	<ul style="list-style-type: none"> • 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.
Program Outline	<p>Module 1: Introduction to Contact Center Leadership</p> <ul style="list-style-type: none"> • Understanding the Difference Between Leadership and Management • Understanding the Nature of Contact Center Leadership Duties • Creating Effective Contact Center Leadership Behavior <p>Module 2: Developing Strategic Thinking Skills</p>

	<ul style="list-style-type: none"> • 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 <p>Module 3: Developing Specific Behaviors to Manage Relations</p> <ul style="list-style-type: none"> • Developing Supportive Leadership Skills • Developing Mentoring and Coaching Skills • Understand Guidelines for Recognition and Rewards <p>Module 4: Developing Communication and Interaction Skills</p> <ul style="list-style-type: none"> • Communicating a Culture of Positive Reinforcement • Developing Positive and Influential Verbal Communication Skills • Developing Positive Non-verbal Communication Skills <p>Module 5: Performance Management and Disciplinary Skills</p> <ul style="list-style-type: none"> • Managing Conflict in Performance Management Situation • Effective Disciplinary Actions in a Contact Center • Developing Skills in Providing Performance Feedback <p>Module 6: Making Teams Work with Empowerment</p> <ul style="list-style-type: none"> • Identifying Attributes of Successful Performing Teams • Learning to Facilitate and Empower Team Learning • Motivating and Driving your Team with a Collective Sense of Identity
<p>Training Methodology</p>	<p>The training methodology will be based on the ATCEN PEAK methodology. This will include:</p> <ul style="list-style-type: none"> - High impact short lectures - Lively activities - Insightful presentations to the team - Instant feedback from the facilitator