ATCEN℠

CERTIFIED CONTACT CENTRE MANAGER (CCCM)

Date : 14th – 16th March 2016
Venue: Vistana Hotel, Kuala Lumpur

Certificate of completion awarded by **Western Kentucky University (USA).**

Workshop Description

The Certified Contact Centre Manager (CCCM) is developed for contact Centre management teams. It is a comprehensive program that provides an overview of Customer Experience Management (CEM) and the role the Contact Centre plays within the whole CEM framework. It also develops better insights into the challenges of day-to-day contact Centre operations management focusing on the people, process and technology. This workshop is for individuals who leads a contact Centre and needs to develop advanced contact Centre leadership competencies to transform their operations into a successful customer contact Centre.

Workshop Learning Objectives

- Develop an overview understanding of organizational Customer Experience Management
- Execute effective Contact Centre Management operations through an improved understanding of key elements required for high performance;
- Understand the fundamentals of a high energy Contact Centre environment;
- Develop competency in a Contact Centre Manager with the knowledge and skills to manage and maximize internal resources;
- Gain knowledge on current world-class benchmark practices;
- Develop a deep understanding of performance metrics and how to predict it's effects;
- Provide morale and performance boosters for the contact Centre management team.

Who Should Attend?

- Operations Managers
- Operations Support Managers
- Senior Team Leaders
- Potential Contact Centre Managers
- Contact Centre Support Department Managers

Workshop Chronology

0830	*Registration*
0900	*Workshop Begin*
1030 – 1045	*Morning Refreshment*
1300 – 1400	*Lunch*
1530 – 1545	*Afternoon Refreshment*
1700	*End of Workshop*

Chronology applies for Day 1 until Day 3.
For Day 3,

1700 – 1800	*Examination*

Certification by:

Certificate of Completion awarded by Western Kentucky University (USA)

Certification is dependent on the following:
- Full Class Attendance
- 2-Part Assessment comprising of:
a) Part 1 - 40 Multiple Choice Question (40%)
b) Part 2 – 3 Subjective Questions (60%)

An examination score of **80 percent or higher** must be achieved in order to obtain certification.

Workshop Outline

STRATEGY
Introduction
- The Evolution of Customer Service to Customer Experience
- Differences Between Customer Experience, Customer Relationship Management (CRM) and Customer Service
- Customer Experience Roles – Senior Management, Marketing, Human Resources, Operations, Sales, Research & Development, IT.

Module 1: Executing Customer Experience Management
- Understanding the Importance and Role of a Contact Centre within the CEM Framework
- The Importance of a Strategic Foundation for a Contact Centre
    - ➤ Vision
    - ➤ Mission
    - ➤ Values

Activity: Developing the Contact Centre charter for operational focus

Module 2: Customer Relationship Done Right
- Exceeding Customer Delight – The Way Forward
- Creating the Branded Customer Experience
- Service Products vs. Manufactured Products – Key Differences / Key Similarities

Activity: Developing differentiation for external and internal customers in your Contact Centre

PEOPLE
Module 3: Controlling Turnover in Your Contact Centre
- Understanding the High Turnover Phenomenon
- Defining the Turnover Challenge – Positive and Negative Attrition
- Effective Measures to Manage Turnover Rate

Discussion and sharing: Case study analysis and developing stop-gap measures

Module 4: Recruiting the Right Professionals for Your Contact Centre
- The Importance and Key Elements In Recruiting The Right Professional for Your Contact Centre
- Identifying Your Staffing Philosophy and Procedures
- Identifying Agent Competencies and Developing Behavioral Interviewing Skills

Activity: The recruitment grid and behavioral interviewing simulation

Module 5: Counsel, Coach, Train and Develop (CCTD) The Contact Centre Professional
- What is CCTD and How it Works in a Contact Centre
- The CCTD Approaches for Various Types of Contact Centre Professionals
- The Practice of Continuous and Consistent CCTD

Role-play: Scenario based coaching role-plays

OPERATIONS
Module 6: Transforming Contact Centre Metrics to Your Advantage
- Understanding Contact Centre Numbers for Performance
- The 5 Key Rules of Measurement Techniques
- Identifying Your Contact Centre's Key Performance Indexes
- Performance Analysis Tool
- Determining Metrics Indicators
- Performance Dashboard Metrics
- Benchmarking Your Service Level
- Ownership of Measurements

Activity: Dashboard analysis and evaluation of suitability of measurements to Contact Centre objectives

Module 7: Call Forecasting and Staff Scheduling
- Understanding Inbound Call Volume Characteristics
- Forecasting Methods – Time Series Forecasting and Explanatory Forecasting
- Staff Schedule Development – How Many Agents?
- Developing and Implementing an Effective Roster
- Developing the Key Components of a Successful Action Plan

Activity: Case study and knowledge sharing on ideal approach to schedule communication for your Contact Centre

Module 8: Aligning Contact Centre and Personal Strategic Focus
- Setting Realistic Objective, Goals and Targets
- Developing the Key Components of a Successful Action Plan
- Managing Change in a Performance Focused Contact Centre

Activity: Self-reflection and goal setting post-workshop

TECHNOLOGY
Module 9: Contact Centre Tools and Technology
- Understanding ACD, IVR and CRM Technology
- The Purpose and Impact of ACD, IVR and CRM Technology
- Various Types of e-Support Tools: e-learning & knowledge management

Activity: The contact centre technology blueprint challenge

TRAINING METHODOLOGY

The training methodology will be based on the ATCEN PEAK methodology. This will include:

- High impact short lectures
- Experiential learning activities
- Audio and visual learning enhancements
- Knowledge sharing
- Case studies and analyses
- Instant feedback from the facilitator

Program Facilitator

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
- Jebsen & 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

Companies that have attended "Certified Contact Centre Manager" public workshop since 2010

AIA Shared Services Sdn Bhd
Alcatel-Lucent Malaysia Sdn Bhd
Bank Islam Malaysia
Bank Muamalat
Bank Rakyat
Canon Marketing (M) Sdn Bhd
CL Computer (M) SB
CSC Malaysia Sdn Bhd
Digicert Sdn Bhd
E-Genting Sdn Bhd
EON Bank
Etiqa Insurance & Takaful
FCS Computer Systems Sdn Bhd
Felda Prodata System Sdn Bhd
FlyFirefly Sdn Bhd
Highpoint Services Network Sdn Bhd
Indah Water Konsortium
Institut Jantung Negara
Institut KWSP
iPerintis Sdn Bhd
Johnson Controls (M) Sdn Bhd

Kompakar eRetail Sdn Bhd
Maybank
OCBC Bank (M) Bhd
Pernec Corporation Berhad
Petronas
Professional Advantage Sdn Bhd
Prudential Assurance Malaysia Bhd
Prudential BSN Takaful Berhad
Royal Selangor Sdn Bhd
Siemens Malaysia Sdn Bhd
SIGMA
SIRIM Training Services Sdn Bhd
Star Publication (M) Bhd
Sudong Sdn Bhd
Takaful Ikhlas Sdn Bhd
Tenaga Nasional Berhad (TNB)
TT dotCom Sdn Bhd
U-Mobile
Vads Berhad
Vision IP Services Sdn Bhd

Participants' Feedbacks

"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!"

9th
SESSION
SINCE 2010!

91%
Score on Trainer's Feedback – Last Session
(April 2015)

60
Numbers of participants that have joined this course (public workshop) since 2010

Registration Form

Certified Contact Centre Manager (CCCM)

14th – 16th March 2016, Vistana Hotel, Kuala Lumpur

Participant 1
Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 2
Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 3
Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Workshop Investment – RM4,800 per participant
(NOT Inclusive of 6% GST)
Group Discount of 10% for 3 or more participants who register for the workshop at the same time and are from the same organization.

Price is inclusive of all materials, examination fees, lunches and tea-break.

This training is **PSMB claimable subject to PSMB approval

To register, complete this form:
1. Email form back to sender's email address/ shera@atcen.com
2. Fax this form to +603-7728 2620

Bank Draft:
Payable to **ATCEN SDN BHD** and courier to:
D-05-12, Ritze Perdana Business Centre, Jalan PJU 8/2, Damansara Perdana 47820 PJ, Malaysia.

By Direct Transfer:
Account Name: **ATCEN Sdn Bhd**
Bank : Public Bank Berhad
Acc No : 3-1304600-34

All bank charges to be borne by payer.

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address:
_____

Tel: _____ Fax: _____

Authorized
Signature: _____ Invoice Attention To (Mr/Ms):_____

Company Stamp Chop:

For further information, kindly email your enquiry to
shera@atcen.com

Terms & Conditions

1. Upon receipt of 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 workshop.
2. Payment is required with 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 working days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 working days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 100% 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 workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
8. The information that you provide in the Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to offer, provide and continue to improve its programs and other services. Participants are responsible to advise the organizer if they do not wish to be included in the above.

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Corporate Sales Consultant: SHERA   Invoice Number: Invoice Date: