

CERTIFIED CONTACT CENTRE TEAM LEADER

Date : 15th – 16th June 2016
Venue : Vistana Hotel, Kuala Lumpur



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

Workshop Description

The Certified Contact Centre Team Leader Program (CCCTL) is developed for contact centre 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.

Part of the ATCEN Customer Experience Management Series, 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.

This program also looks at how the contact centre environment contributes into Customer Experience Management and how as a team leader it is important to see things from a more strategic and holistic manner.

Workshop Objectives

- Understand the roles and responsibilities of a contact centre Team Leader;
- Understand the fundamentals of contact centre leadership skills;
- Develop strategic thinking skills;
- Develop the aptitude of a Team Leader;
- Enhance management communication and interaction skills to better manage the team;
- Enhance the performance management of the team;
- Learn conflict and disciplinary management skills;
- Provide a morale and performance booster for the agents in the team.

Who Should Attend?

- Senior Contact Centre Agents
- Team Leaders
- Team Managers

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

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Workshop Outline

Introduction

- The Evolution of Customer Service to Customer Experience
- Differences Between Customer Experience, Customer Relationship Management (CRM) and Customer Service

Module 1: Introduction to Contact Center Team Leadership

- The Difference Between Leadership and Management
- The Nature of Contact Center Leadership Duties
- Creating Effective Contact Center Leadership Behavior
- The Team Leader Role in Customer Experience Management

Module 2: Developing Strategic Thinking Skills

- The Strategic Thinking Skills in a Contact Center – Right/Left Brain Orientation
- Developing an Understanding of Daily Operations Performance (SLAs) and the Required Actions
- Prioritization – Where Am I Spending My Time?
- Strategy vs. Operations – Finding the Balance and levelling UP

Module 3: Developing Specific Behaviours to Manage Staff Relations

- Developing Supportive Leadership Skills
- Developing Mentoring and Coaching Skills
- The Guidelines for Recognition and Rewards in A Contact Center
- Communicating Supportively when Managing Poor Performance

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
- Getting to Know Your Team – Individual Focus on Team Members

Module 5: Performance Management and Disciplinary Skills

- Managing Conflict in Difficult Staff Situations
- Dealing with the Issue and Not the Personality
- Effective Disciplinary Actions in a Contact Centre
- Developing Skills in Providing Performance Feedback

Module 6: Making Teams Work with Empowerment

- Identifying Attributes of Successful Performing Teams – Forming, Storming, Norming, Performing
- Motivating and Driving Your Team with a Collective Sense of Identity
- Creating a Sense of Purpose - Managing Gen Y and Z
- Team Happiness Plan – Developing a Team Happiness Plan Specific to Your Team

Certification by:



Certificate of Completion awarded
by Western Kentucky University
(USA)

Certification is dependent on
the following:

- Full Class Attendance
- Assessment comprising of 50 Multiple Choice Questions (100%)

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

Workshop Chronology

0830 Registration

0900 Workshop Begin

1030 – 1045 Morning Break

1300 – 1400 Lunch

1530 – 1545 Afternoon Break

1700 End of Workshop

Chronology applies for Day 1 and Day 2.

For Day 2,

1700 – 1800 Examination

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Program Facilitator

Roshini Visvanathan

Roshini is a Training Consultant with the ATCEN Group. She graduated with honors from the University of Malaya and since then has had the opportunity of working with several national and international organizations. She is a Certified Professional Trainer (USA), Certified Contact Centre Manager and a Coach.

Prior to joining ATCEN, Roshini has worked in the Insurance, Banking as well as Technology industry. Coming from a corporate management environment, Roshini has extensive experience leading teams in projects involving process improvement in areas such as Customer Service as well as Service Quality Management.

Having had experience in the many facets of customer service including face to face customer interaction, Complaints and Escalation management via the phone as well as emails, Roshini is well versed with the technicalities and skills needed to handle today's customers in the contact center environment. She also has good experience managing people from very diverse cultures, backgrounds and countries. Furthermore having dealt with many difficult customer situations, she is very experienced in training first level as well as second level customer support staff to better see the techniques in handling complicated cases involving people, processes and products.

As a trainer Roshini has conducted trainings and workshops in many different areas. This includes Contact Center Team Leader, Contact Center Manager, Contact Center Coach, Help Desk Professional, Contact Center Professional, Call Quality Management, Managing Difficult Customers, The Total Customer Experience, Telephone Etiquette, Negotiation Skills, Process Improvement, Effective Communication Skills, Delivering Resolutions to Customers, Telesales skills, Presentation skills, as well as Quality Improvement. Roshini has undertaken projects related to change management and Needs Based Selling.

Roshini is a highly motivated individual that truly believes in the potential of people. She is actively involved in several NGOs related to the development of young adults. Her dynamic personality has many a time been described by people to be contagious. Roshini passionately believes that, "The End of Education is Character" and with the right Character, Anyone can Achieve Success.



Companies that have attended programs with Roshini:

- Hewlett- Packard
- CIMB
- MAA
- ASTRO
- Perodua
- Mesiniaga
- Bank Negara
- Bank Rakyat
- Alfa Laval
- Century Software
- CSC Malaysia
- KWSP
- Tanjong Offshore
- Prometric Technology
- Taylors University College
- DagangNet
- Global Transit
- Maybank
- Celcom
- ETIQA
- Ambank
- RHB Bank
- SONY Malaysia
- Canon
- Takaful
- TNT Malaysia
- Sunway
- AIA
- Alcatel Lucent
- K&N Kenanga
- Heitech Padu
- Perodua
- Atos Origin
- Cosmopoint
- Bank Islam Berhad

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Companies that have attended “Certified Contact Centre Team Leader” public workshop since 2010

ADT Services (M) Sdn Bhd	e2 Power Sdn Bhd	Malakoff Utilities Sdn Bhd
Agensi Kaunseling & Pengurusan Kredit (AKPK)	Eastpring Investments Berhad	Measat Broadcast Network Systems Sdn Bhd
AIA Shared Services Sdn Bhd	Epson Malaysia Sdn Bhd	Bhd
Alcatel-Lucent Malaysia Sdn Bhd	Etiqa Insurance & Takaful	Merchantrade Asia Sdn Bhd
Alliance Bank Berhad	Etiqa Takaful Berhad	NEC Corporation of Malaysia Sdn Bhd
Alliance Financial Group	Felda Prodata System Sdn Bhd	OffGamers Sdn Bhd
Allianz General Insurance Company (M) Bhd	FlyFirefly Sdn Bhd	Pacnet Global (M)n Sdn Bhd
Amanah Saham Nasional Berhad	GITN Sdn Bhd	Perbadanan Bekalan Air Pulau Pinang
AmLIFE Insurance Berhad	Global Support Centre Malaysia (Qnet)	Permodalan Nasional Berhad (PNB)
ASTRO	Globeoss Sdn Bhd	Pos Malaysia Bhd
Bank Islam	Grand-Flo Spritvest Sdn Bhd	Prometric Technology Sdn Bhd
Bank Negara Malaysia	GSC Sdn Bhd	Proton Edar sdn Bhd
Bank Rakyat	Hewlet-Packard (HP)	Scopetel Sdn Bhd
BMW Credit (Malaysia) Sdn Bhd	iCIMB (Malaysia) Sdn Bhd	Standard Chartered Bank (M) Sdn Bhd
Boustead Petroleum Marketing Sdn Bhd	IKEA Damansara/IKANO	Tenaga Nasional Berhad (TNB)
Bridge ICD Sdn Bhd	Indah Water Konsortium Sdn Bhd	The Royal Bank of Scotland Berhad
Cigna International Health Service Sdn Bhd	Intel Microelectronics (M) Sdn Bhd	Touch N Go
Commerce Access Sdn Bhd	iPerintis Sdn Bhd	Travel Guard
CSC Malaysia	Intelligence Outsourcing MSC Sdn Bhd	TT dotCom Sdn Bhd
Dagang Net Technologies Sdn Bhd	Jebesen & Jebesen	U Mobile Sdn Bhd
Digicert Sdn Bhd	Kumpulan Wang Simpana Pekerja (KWSP)	United Overseas Bank (M) Bhd
		VADS
		Valeserve Malaysia

Participants' Feedbacks

“It is good and fun too” – Senior Associate, Amanah Saham Nasional Berhad

“This training program is very effective and have clearer picture of the role as a team leader”

“This course really benefits us as a TL. All modules covered have actually been applied in my work area.”

“This program provide more info in my career development”

“Clearly understand the training. Glad to join this program as I managed to learn how to develop internal skills to be a good leader. Will try to implement all the theories that being learn during the training periods. Bravo ATCEN!”

“Either team leader or newly promoted team leader should attend this workshop to improve on their leadership skills. It is really useful and I'm going to apply what I learned in class to my daily tasks in call center”

15th
SESSION
SINCE 2010!

95%
Score on Trainer's
Feedback – Last
Session
(Nov 2015)

184
Numbers of participants
that have joined this
course (public
workshop) since 2010

Registration Form

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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 – RM3,800
per participant**

(6% GST is chargeable)

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.

For Office Use Only

Corporate Sales Consultant:

SHERA

Invoice Number:

Invoice Date: