

# CERTIFIED CONTACT CENTRE PROFESSIONAL (CCCP)

**Date** : 15<sup>th</sup> – 16<sup>th</sup> August 2016  
**Venue** : Vistana Hotel, Kuala Lumpur



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

## Workshop Description

As Contact Centre Operations increases in complexity, the roles and responsibility of Contact Centre Professionals has changed drastically. Today, it has become a necessity for most Contact Centre Professionals to not only serve the customer but also to up-sell and cross-sell to them.

This certification programme is part of the ATCEN Customer Experience Management series that certifies customer contact professionals on the essential soft-skills elements associated with superior telephony sales and service management. The programme consists of modules that teach participants essential skills such as communication, call management, call courtesy, call accuracy, professional customer service & selling principles and concepts. This programme certifies that the participant has the relevant skill sets to service and sell to customers.

It also enables participants to have a holistic view on how their role plays an important part in Customer Experience Management

## Workshop Learning Objectives

- Appreciate what it takes to be a successful Contact Centre
- Understand the need to exceed customer delight;
- Appreciate what it takes to be a successful Contact Centre Professional in current environment;
- Create lasting impressions with the Customers;
- Understand the importance of call and service management;

## Who Should Attend?

- Contact Center Professionals
- Customer Service Professionals

## Workshop Learning Outcome

After attending this program, the participants will be able to:-

- Communicate effectively to your customers
- Answer customer queries in a structured manner according to the inbound and outbound call flow
- Manage difficult customers
- Upsell and cross sell effectively

### 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

## 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 – 1900 Examination**

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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 Today's World Class Contact Center

- Understanding the Role and Benefits of the Contact Center
- Delivering Exceptional Call and Service Management – Passion to Exceed Customer Delight” - Why is it important?
- Creating the 4 Levels of Service to ‘Wow’ the Customer
- Understanding TCE – Total Customer Experience and how it fits into Customer Experience Management

### Module 2: Contact Centre Professionals Competency

- Developing the Knowledge, Skills, Attitude, Habit (KSAH) of Effective Contact Centre Professionals
- Developing Confidence and Rapport Building Skills
- Deciphering What the Customer Wants Implicitly and Explicitly

### Module 3: Clear Communication Always

- Exceptional Communication to Create First and Lasting Impression
- Understanding the Communication Model and Process
- Developing Superior Listening and Questioning Skills
- Did You Get That? – What the Customer Wants You to Know

### Module 4: The Inbound Telephone Call Structure

- The Call Opening, Hold and Transfer
- Understanding Customer's Challenge & Needs
- Accuracy and Clarity in providing solutions
- How to Provide Effective First Contact Resolution (FCR)
- When is the Right Time to Cross Sell/ Upsell Effectively in an Inbound Call
- The Call Closing & After Call Activity

### Module 5: The Outbound Telephone Call Structure

- The Effective Outbound Opening
- Understanding Customers Challenge & Needs
- Accuracy and Clarity in providing information and solutions
- Cross Sell/ Upsell Effectively in an Outbound Call
- The Call Closing & After Call Activity

### Module 6: Managing Difficult Customers

- Understanding What Causes Conflict and the Stages of Conflict
- The 6 Different Types of Customers
- Dealing with Difficult Customers – The LEARN Approach
- Practicing Transparency with Customers

### 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.

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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.

### Jayanth Kumar (Jay)

Jay is a Training Consultant for ATCEN Sdn. Bhd. that is part of the ATCEN Group – The People Development Expert. He believes in the potential of people, and has an innate passion for the development of an individual in any environment.

Graduated with a Diploma in Computer Studies from the National Center of Computers (NCC) from the United Kingdom and attained honors in BSc in Psychology and Communication from Upper Iowa University in the United States. He is a certified professional trainer under ARTDO International. Jay has 13 years of actual work experience in different respective fields. 6 years of that in a multi-national company dealing with IT, 3 years in sales management for a hotel and the rest in the service industry. Within these years of experience, he has accomplished different ad-hoc projects, such as producing and conducting major corporate events and team-buildings, apart from just training making him very versatile, adaptable and experienced in known working environments. Jay has training experience with reputable multi-national and local companies such as F-Secure Corporation, DHL, Standard Chartered Bank, Celcom Axiata, My Clear, Hong Leong Bank, Telekom Malaysia, Taylors University, AmBank, A&H Meyer and Meliã Kuala Lumpur Hotel to name a few.

Jay is an inspirer, motivator and go-doer that is highly motivated in enhancing and developing skills in others. He has sufficient experience in IT technical skills as a support engineer and a trainer, at the same time experienced in the call center quality management, but most of all in Customer Experience. He also has a strong record in delivering sales targets, yet poised and competent in the service industry such as managing a customer service department with difficult customers or in the F&B industry. He has a passion for academics and skills improvement under creative proactive means. A trainer, coach, teacher or facilitator experienced in providing highly efficient customer service, leadership and presentation skills training over the years.

He has an ability to maintain a good sense of humor at the same time able to connect with participants. Jay is able to bring learning content to its mark and much capable of having fun while learning with all ages.

Jay lives by a quote from a classic Greek philosopher, Socrates that an "unexamined life, is a life not worth living".

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## Companies that have attended “Certified Contact Centre Professional” public workshop since 2011

Bank Rakyat  
Bank Simpanan Nasional  
BMW Credit (M) Sdn Bhd  
Bridge ICD Sdn Bhd  
CL Systems Sdn Bhd  
Dagang Net  
Etiqa Insurance & Takaful  
Etiqa Takaful Berhad  
Felda Prodata System Sdn Bhd  
GITN Sdn Bhd  
Hyundai-Sime Darby Motor Sdn Bhd  
Malaysian Electronic Payment System Sdn Bhd  
Nippon Paint (M) Sdn Bhd  
Permodalan Nasional Berhad (PNB)  
PPHP Marketing (M) Sdn Bhd  
Tricubesnor JV Sdn bhd

## Participants' Feedbacks

*“Roshini conducted an excellent session. Lively, with relevant real life examples. Very relatable. High energy and enthusiasm. Activities were very good in emphasizing the points.”*

- Senior Manager, Nippon Paint (M) Sdn Bhd

*“A well defined programme for contact centre agents and the trainer is superb/intellectual.”*

- Contact Centre Manager, Bank Simpanan Nasional

*“The program is very helpful to help understand contact center itself.”*

*“The instructor is very helpful. My first time training without feeling sleepy at all (except for the exam time). I like the instructor style of training. Good job. Hopefully I will pass.”*

*“The training is good to improve contact center skills. ”*

**9th**  
**SESSION**  
**SINCE 2011!**

**91%**  
**Score on Trainer's**  
**Feedback – Last**  
**Session**  
**(Feb 2016)**

**56**  
**Numbers of participants**  
**that have joined this**  
**course (public**  
**workshop) since 2011**

To Register or For More  
Information

**Kindly call 03-7728 2623 or  
email to [info@atcen.com](mailto:info@atcen.com)  
[www.atcen.com](http://www.atcen.com)**