

ATCEN Sdn Bhd (ATCEN) Asia's premier Center of Excellence providing human performance, business consulting and business process outsourcing services in the area of customer contact management. We focus on the development and the management of customer contact centers.

Company Profile

This synergistic convergence enables us to provide our clients the latest state-of-the-art virtual contact center within the region. Backed by superior infrastructure that seamlessly integrates to our client's traditional telephony with innovative web-based applications and CRM modules, we provide our clients and their customers an unprecedented level of customer service.

ATCEN partnership is set up to serve a growing group of businesses, which seek to reduce unnecessary costs by outsourcing their non-core services. It is designed to meet these business needs with competitive charges without compromising on service standards.

Our Services

We offer an unlimited range of total and integrated Contact Center solutions tailored to our clients' needs. Apart from our recognized expertise in call handling capabilities, we also provide a comprehensive Customer Relationship Management (CRM) solution to help build meaningful, long-term customer relationships and promote business growth.

We offer inbound and outbound outsourcing to organizations on a project or long-term contractual basis. Our outsourcing business models are:

- In-sourcing
- Co-sourcing
- Outsourcing

Industries We Serve

- Insurance
- Financial Services
- Card Loyalty / Rewards
- Telecommunications
- Postal Services
- Other service orientated establishments

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In-Sourcing

The In-sourcing business model for a contact center utilizes existing facilities that are already in place in your (the client) current premises. We provide the service of hiring, training, placing and development of the manning required to occupy the seats. We provide what is termed as "warm bodies" - contact center professionals that are fully prepared with all the necessary soft skills. All that is left is to familiarize the agents with the necessary product knowledge.

Situations where the In-sourcing business model should be considered:

- You encounter difficulty in securing the right talent for your vacancies in the contact center.
- A high turn-around-time is encountered between hiring to accepting calls.
- Inadequate resources to manage the training & development of the agents.
- Hiring mismatch is causing dissatisfaction in your agents.
- A high attrition rate is affecting service levels in the contact center.

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Co-Sourcing

As the term implies, co-sourcing is the effective sharing of resources where both parties form a synergy with their respective core expertise. In a typical co-sourcing business model, the client already has a complete contact center setup in place (including agents). However, the contact center is not performing to expectations and is transforming into an organizational impediment for growth, thus unable to achieve acceptable service delivery standards due to contact center management issues.

Situations where the Co-sourcing business model should be considered:

- An organization lacks contact center operations expertise.
- Contact center management personnel do not possess the required skills and knowledge necessary to operate at high productivity.
- Your organization's contact center requires a higher level of operational know-how.
- You encounter difficulty in securing the right individuals to manage your contact center.

Outsourcing

Outsourcing of non-core business processes is amazingly popular among organizations across the globe today. Amongst the more popular business functions outsourced are contact centers. There is wide recognition of the high costs, difficulties and challenges involved in the setting-up, implementation and management of a contact center. We provide you with the option of removing this business process from your organization allowing you to concentrate on your core business.

Situations where the Outsourcing business model should be considered:

- The service function is not a requisite to be operated in-house.
- Your organization cannot justify the large investment required in the setting up of a contact center.
- There is a need for rapid implementation of an additional contact option for your customers.
- The contact center function is not a core competency of your business.
- There is a need to reduce cost in your business' non-core competencies.
- Your organization requires a swift ROI on contact center functions.

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Inbound Call Management

Our contact center can be utilized as a center for receiving calls from customers, business partners, associates, and even the media. These calls may be anything from standard enquiries and sales fulfillments, through the more involved and complex questions and dialogues.

- Helpdesk (24X7)
- Technical Support / Request for Maintenance
- Customer Care
- Hotline Management
- Loyalty Campaign Management
- Email Management
- Conference & Seminar Support
- Order Processing - Order Entry
- Overflow, Odd Hours and Weekend Call Management

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Outbound Call Management

Apart from receiving calls, we also offers both Business-to-Business (B2B) and Business-to-Consumer (B2C) outbound call services, where we undertake various marketing campaigns from all manner of industries. These marketing campaigns may be targeted at new prospects or to up-sell or cross-sell to existing clientele base.

We utilize fully automated online scripting with predictive dialers for all outbound applications. Predictive dialing offers more potential customer contacts daily with a 300% increase in contact rate over manual systems.

- Membership Acquisition/ Renewal - Cross-Selling and Up-Selling
- Market Survey/ Research
- Sales Lead Generation
- Direct Mail Follow Up
- Customer Database Management

People

Beyond the infrastructure and Technology, the key to our success lies in our well-trained Contact Center Executives. Being Multi-lingual, their outstanding ability to appreciate and assimilate into most traditional Asian values and customs ensures maximum effect from any given segment of society. As an ambassador of your company, our people are intelligent, innovative, creative and ambitious.

We have enjoyed a solid track record of success because of our selection of qualified and responsible team players. ATCEN takes every measure to ensure its clients receive consistent high standards of services. Their customers, in turn, feel valued, appreciated and respected.

Infrastructure & Technology

We have invested millions to ensure our clients get the best-in-class contact center technology support to serve clients' myriad requests and requirements.

- Lucent Technologies DEFINITY Communication Server (ECS) PABX
- CenterVue Call Management System (CMS)
- Expert Agent Selection (EAC) Routing Software
- Ringmaster Billing System
- Racial Voice Logger
- Audix Voice Mail System
- Predictive Dialer (300% increased in production)
- Lucent Digital Phones and Headsets
- Open Computer Telephony Integration Architecture
- 100% Intel Pentium Class Workstation / Server