

## Certified Customer Service Manager (CCSM) Programme

15 – 17 November 2011

Bukit Kiara Equestrian & Country Resort, Kuala Lumpur, Malaysia

Customer service is increasingly becoming a vital business issue as organizations realize the benefits of an integrated, strategic customer service management system for providing effective customer support. Professions, such as medical, accounting, legal, engineering and even HR, have professional qualifications e.g. M.D., LLB, Certified Practising Accountant (CPA) and these qualifications entitle them to be called “professionals”. However, people working within customer-focused businesses, or those managing their organization’s customer service functions, do not usually feel like a “professional” possibly due to the lack of academic focus on customer service management, and thus they are deprived of the opportunity to develop themselves in knowledge and skills pertaining to customer service management. Furthermore, without academic qualifications in this area of customer service, those who are currently in customer service functions do not get a chance to pursue professional qualifications that will propel them into the category of “professionals”. The CCCM programme will make this a possibility and reality.

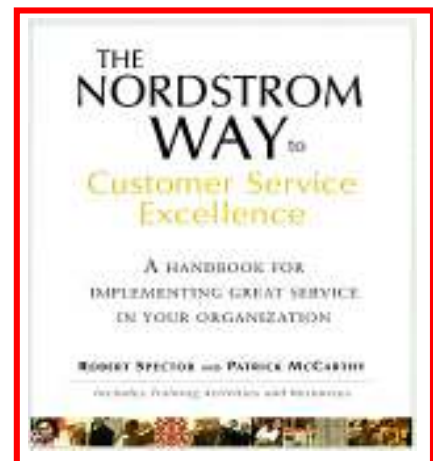
Up-and-coming professionals in the service arena will be able to demonstrate they are suitably qualified to face the many challenges confronting today’s customer service leaders by obtaining this qualification. The course is designed for Customer Service Managers with or without formal training, supervisors, and contact centre or frontline team leaders seeking to develop customer service leadership and management skills. Upon successful completion of the programme, graduates are awarded recognition through a Certificate and use of CCC Malaysia’s designatory post-nominal letters: **CCSM**. Becoming a ‘Certified Customer Service Manager’ opens many doors both domestically and internationally. The ‘CCSM’ designation is your passport to a leadership career in customer service.

Not only does the CCSM 2011 programme train leaders in the area of customer service management, participants will undergo 1 day of High Emotional Intelligence (EQ) Transformation programme. The end result will be High EQ Leaders who are able to quickly contribute at the organization’s most senior level, including board membership. Soon all employers will look for the Certified Customer Service Manager (CCSM) qualification when seeking to hire customer service professionals or promote from within.

HRDF Claimable  
under SBL

Limited to  
25  
participants.  
So...book  
early!

FREE GIFTS for the 1<sup>st</sup> 15  
participants who register  
with full payment



## INTRODUCTION

**Centre for Customer Care (CCC) Malaysia** is very pleased to offer this programme to individuals seeking to receive the professional qualifications in Customer Service Management, offered by Malaysia's top one-stop customer service enterprise. The course is a comprehensive programme that will prepare you for the responsibility of establishing and managing complex customer service management systems and personnel. The **Certified Customer Service Manager (CCSM)** programme has been developed to provide professional management qualifications to those in customer service leadership roles. The CCSM course focuses on the 'science and art' of Customer Service Management and awards the Certified Customer Service Manager" designation to successful graduates.

## THE PURPOSE

The purpose of this programme is to train customer service leaders equipped with skills and knowledge to manage a 1<sup>st</sup> Class team to deliver superior customer service as part of CCC Malaysia's overall efforts to improve customer service and increase customer advocacy. In return for this training investment CCC Malaysia will deliver managers who are more innovative, more efficient, assist the organization in becoming more profitable by mobilising well-trained, customer-centric human capital to increase business revenue and reduce lost business opportunities due to bad service. CCSM graduates will be a great asset to the organisation in growing the business, and they enjoy working with your customers. In fact, they will be building long term relationships with them which encourage customers to spread positive 'word of mouth' advocacy leading to increased referrals.

Customer Service Managers come from a variety of backgrounds but unlike other professions, such as Accounting, there has been no formal industry body recognition. Anyone may call themselves a customer service manager but few have any qualification other than experience to prepare them for the role. Despite job titles such as customer service director, customer relationship manager, call centre manager, manager – customer experience, customer advocate, national manager customer satisfaction and consumer relations manager, few people holding these positions have any customer service qualifications. They come from diverse backgrounds – some have undergraduate degrees from a wide variety of disciplines, others have completed more generalized post graduate study such as an MBA. A significant proportion of Malaysia's customer service managers and professionals have no formal qualifications instead gaining considerable experience at a variety of levels in the organization before working their way up 'through the ranks'. CCC Malaysia is now making it possible for practising senior executives and managers to receive a formal, more in-depth training in knowledge and skills related to customer service management.

The modules featured in the CCSM programme cover strategies, tools and important management skills for delivering high quality service. Each of the modules utilize detailed theory, practical exercises and assignments and real life case studies. The goal of the CCSM programme is to provide information and skills that can be readily applied in your organization. Besides focusing on skills and knowledge in Customer Service Management, our 1 Day programme on High EQ Transformation will emphasise on the importance of developing the participant as individual and leader with high emotional intelligence. EQ has been thoroughly researched and a key element to differentiate "great leaders" from "average leaders".

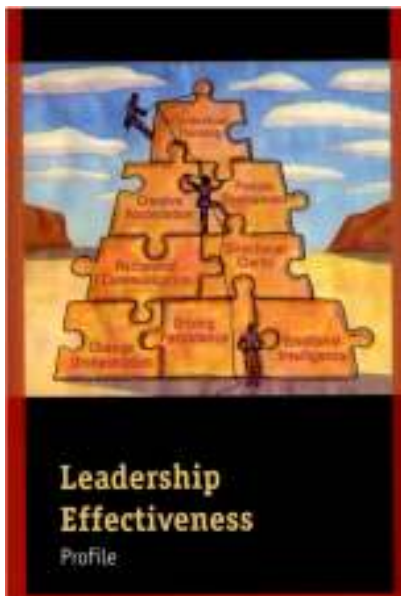
Throughout the programme, participants will also gain a comprehensive understanding of the 8 core competencies for Leadership Effectiveness. By understanding and 'owning' these core competencies, they will be able to contribute to their organization more effectively and deliver the required results in a variety of situations that require a higher level of specialist knowledge.

It is time for all those in private and public sector with customer service management responsibilities to gain formal professional qualifications and for CEOs and human resource departments to insist on only employing customer service leaders recognized by CCC Malaysia, a professional body dedicated to the achievement of Customer Service Excellence in Malaysia and Asia Pacific.

*When you take care of your customers, they will take care of your business!*

All participants shall conduct an Online Self-Assessment on Leadership Effectiveness, prior to attending the CCSM Workshop

## Pre-Training Online Self-Assessment for Leadership Effectiveness



### 8 Competency Areas

1. Emotional Intelligence
2. Directional Clarity
3. Change Orchestration
4. Reciprocal Communication
5. Contextual Thinking
6. Creative Assimilation
7. People Enablement
8. Driving Persistence

## Day 1

### The Service Crisis

- o Why Service? Why Bother?
- o Major Causes of the Service Crisis
  - Technological Change
  - Rising Demand, Falling Supply
  - Rising Expectations
  - Blinded by Statistics
  - Tunnel Vision
- o Creating a New Definition
- o Ultimate Weapon for Competitive Advantage: Total Customer Service

### Understanding Service Leadership

- o 4 Quadrants Role of Customer Service Managers and Service Leaders
- o Let's Learn from Best-Practice Service Leaders

### 6-Point Plan for Giving your Business the Competitive Advantage

- o Setting the Stage: Strategy
- o Words into Action: Leadership
- o The People Factor
- o Service by Design
- o The Backbone of Service: Infrastructure
- o Keeping Track: Measurement

### Setting the Stage: Strategy

- o Best Practice Case Study: Shouldice's Secret
- o Customer Relationship Management (CRM) Strategy
- o Customer Life Cycle, Customer Acquisition and Customer Retention
- o Service Costs and Service Value
- o Cost and Value of Customers
- o 3 Steps to Developing a Customer Service Strategy

### 8 Key Core Competencies for Leadership Effectiveness

- o *Leadership Effectiveness Self-Assessment profiling*
- o *Group Discussion*

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## Day 2

### Nurture the Service Culture

- o Designing an effective Learning & Development structure to ensure sustainable service delivery: **Building a High Performance Service Organisation (BHPSO) Roadmap**
- o 6 Basic Driving Values

### Effective Communicational Skills for Managers and Leaders

- o The 8 Golden Rules
- o Courage to Coach: Managing and Winning Over Difficult Employees

### Effective Service-Based Performance Appraisal

- o 6 Golden Rules

### Managing Employee Retention

- o Reasons why Employees Resign: Research Data
- o Strategic Accountability Approach
- o The CIA Concept: Connect, Invest, Appreciate

### The Backbone of Service

- o The Service Factory
- o Economies of Scale and Scope
- o A Mighty Fortress: Building an Infrastructure
- o Invisible Infrastructures

### Keeping Track: Measurement

- o First and Last Step to Superior Service
- o Best Practice Case Study: American Express
- o Process, Product and Satisfaction
- o Avoiding Pitfalls
- o Principles of Measurement

### Loyal for Life: Service Recovery Strategy

- o Economics of Service Recovery
- o Customers' Lifecycle
- o Behaviour of Unhappy Customers
- o Magical Power of Service Recovery
- o Designing and Implementing a Complaints Management Framework (CMF)
- o Complaint Management Standards and Quality Indicator
- o Determining Complaint Management Index (CMI)

### Fundamentals of Contact Center Management (By Ms Munirah Looi)



- To understand what is CRM & Contact Center Management and why contact center is a strategic channel for an organization
- Better understanding of Contact Center Terminology
- An appreciation of Contact Center Metrics and KPIs and how it impacts the overall business and customers
- An overview of forecasting and scheduling and why it is important
- Understanding the importance of performance management and how coaching can drive a high performing culture within the contact center

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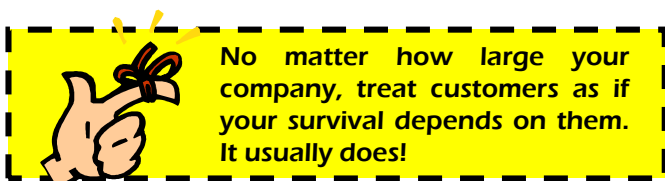


## Day 3: High EQ Transformation for Leaders

**EMOTIONAL INTELLIGENCE (EQ)** has been defined as “the ability to sense, understand, and effectively apply the power and acumen of emotions as a source of human energy, information, connection, and influence.” To put that into a simpler sense, EQ is “A way of recognizing, understanding, and choosing how we think, feel, and act. It shapes our interactions with others and our understanding of ourselves. It defines how and what we learn; it allows us to set priorities; it drives many of our daily actions.”

The workplace need no longer linger in darkness regarding the factors leading to great performance and successful leadership. More than 25 years of research in the neurological field and specific study about the factors that contribute to success in the workplace have resulted in breakthrough perceptions about intelligence. Quantifiable data on performance in a myriad of industries and organisations has resulted in a body of study called EQ. These years of study have named and identified the “intangibles” that predict success in the workplace. EQ explains why despite equal intellectual capacity, training or experience, some people excel while others of the same calibre lag behind. Emotional Intelligence (EQ) may just be the “**missing link**” in the equation for effective and successful Leadership.

This 1-Day fast-track programme will introduce participants to the concept of Emotional Intelligence and how the developing of EQ competencies in their personal lives will help them to be more effective and successful leaders. EQ can be used to lead others, but it will take practice. Participants will be introduced to the K-A-B Model of EQ. based on this model, participants will learn to develop their self-awareness, self-confidence, self-control, empathy, motivation and social competency – and then use them wisely in their daily work and in their personal lives. More importantly, they will become leaders who are more in control of their emotions, which so many times are the reasons for poor people management and even personal derailment.



### Defining Emotional Intelligence (EQ)

- o Emotional Intelligence: A Definition
- o Balancing Emotional and Intellectual Intelligences
- o K-A-B Model of EQ Development



### Assessing Emotional Intelligence

- o Rating EQ: Leadership Assessment
- o Setting Personal Goals

### Introducing the K.A.B Model for EQ Development

- o Self-Dimension
  - Self-Awareness
  - Self-Confidence
  - Self-Control
- o Social Dimension
  - Empathy
  - Motivation
  - Social Competence

### Using the K.A.B Model for EQ Development

- o Beginning the 5-Steps Journey
- o Moving from Self-Dimension to Social Dimension

### Promoting Emotional Intelligence in Others: Developing an Employee

### Putting EQ to Work: The Team

### EQ Case Study by Teams

- o Team discussion
- o Team presentation

When you take care of your customers, they will take care of your business!

Your Workshop Leader

## **DR. ALLEN TEH KEAT BENG**



*Dr. Allen Teh is the founder and Chief Executive Officer for the Centre for Customer Care (CCC) Malaysia. He has conducted extensive worldwide research on customer service as well as on customer behaviour related to business. His latest research was on Emotional Intelligence (EQ) and how that impacts business profitability through employees' work performance. He is currently conducting research on the impact of EQ competencies to ensure sustainable leadership effectiveness.*

*Dr. Allen Teh has more than 30 years of work experience in service operations as well as Human Resource Management, Management Consultancy and Training. He is an experienced Customer Service Consultant. Human Resource Consultant. Human Resource Professional as well as Executive Search Consultant. He has held senior managerial positions in diverse industries namely food and beverage, entertainment, manufacturing, property development and construction. insurance. oil-palm plantations and biotechnology. Dr. Allen Teh was also the Managing Consultant with Pricewaterhouse for a period of time as well as Regional Human Resource Manager (Asia-Pacific) for Syngenta, a Swiss agrobusiness conglomerate.*

*As a trainer and consultant, Dr. Allen Teh has trained for banks, governmental bodies, healthcare organisations, insurance companies, security firms, travel and tour agencies, vacation clubs, direct selling, property development, fast-food restaurants as well as call centres. Some of the more recent companies that have engaged Allen Teh for training/consultancy programmes are Malaysian Assurance Alliance (MAA), Berjaya Group, Kurnia Insurance, Interpacific Securities, Interpacific Travels, Easycall, Kentucky Fried Chicken, Pizza Hut, Pantai Group, Pantai Medivest, Aquawalk, Human Resources Development Council (HRDC), Maybank Group, Trisystem, Tay Ibrahim & Associates, DIGI, TRICOR Hongkong, Sinar Jernih, Western Digital, Fairchild Semiconductor, Hospital Pantai Mutiara, Hewlett Packard, Nestle, SEGI College, ExxonMobil, UMW Toyota, B Braun Medical Industries, Pelangi Berhad, BESTA Corporation, Retail Association Malaysia (REHDA), Sarawak Economic Development Corporation (SEDC), Intel Malaysia (Penang), TAR College Centre for Continuing Professional Education, Venture Group, Petronas, KWSP, Jimisar Corporation, Kuching, Volvo Malaysia, BURSA Malaysia, IFAST, Eli Lilly Malaysia, Honda Malaysia, Public Bank Berhad, Standard Chartered Bank, Takaful Ikhlas, Green Packet/Packet 1, Ace Synergy Insurance, Lenovo Malaysia, TNT Express and Shell Malaysia.*

*Driven by an intense passion in customer service excellence and being a firm believer that customer service makes all the difference in business, Dr. Allen Teh is actively promoting and propagating this passion for customer service excellence in Malaysia and regionally. He welcomes everyone and anyone to join his crusade.*

*Dr. Allen Teh holds a Doctorate Degree in Business Administration from Southern Cross University, Australia and MBA from the University of Dubuque. Iowa. USA.*

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Yes! Please register the following delegate(s) for this course on

**Certified Customer Service Manager (CCSM)**

1st Delegate Mr/Mrs/Ms

(Name): \_\_\_\_\_  
 Job title: \_\_\_\_\_ Department: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

2nd Delegate Mr/Mrs/Ms

(Name): \_\_\_\_\_  
 Job title: \_\_\_\_\_ Department: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

3rd Delegate Mr/Mrs/Ms

(Name): \_\_\_\_\_  
 Job title: \_\_\_\_\_ Department: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

Booking Contact (Approving Manager) Mr/Mrs/Ms:

Job title: \_\_\_\_\_ Department: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Organisation: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Post code: \_\_\_\_\_

Your investment for attending this programme is:

- “Early Bird” fee: RM2,900**  
(Provided that full payment and registration are received by **31 October 2011**)
- Regular fee: RM3,200**
- Group Discount:** Enjoy a group discount of 10% for 3 or more delegates booked at the same time from the same organisation and of the same billing source

**Important Notice:**

- ✓ Payments are required with registration and must be received prior to the Course to guarantee your place
- ✓ Course fees includes lunch, teabreaks and course materials. *A beautiful Certificate and Classy Velvet Folder shall be presented to all delegates.*

**To Register**



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(Shasha 019-3155584)



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**Suite 3-1, Level 3, The Place, No 1 Jln PJU8/5G, Bandar Damansara Perdana, 47820 Petaling Jaya, Malaysia**

**PAYMENT METHODS: CHEQUE/BANK DRAFT**

Please cross cheque or bank draft made payable to **TOP RANK QUALITY SDN BHD** and mail your payment together with this registration to **Suite 3-1, Level 3, The Place, No 1 Jln PJU8/5G, Bandar Damansara Perdana, 47820 Petaling Jaya, Malaysia**

**CANCELLATIONS & TRANSFERS**

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Course. A refund less RM500 administration charge will be made for cancellation received in writing on or before 10 November 2011. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The Organiser reserves the right to make any amendments, cancel and/or change the programme, speaker, date or venue if warranted by circumstances beyond its control. In the unlikely event of programme cancellation by the Centre for Customer Care (CCC) Malaysia, then a full refund of the fee payment will be made but CCC disclaims any further liability.

**FOR OFFICIAL USE BY CCC**

NAME OF CCC ASSOCIATE	
FEE RECEIVED	RM
REGISTRATION DATE	
REMARKS	