

Shahrukh Moghal - Profile

Shahrukh Moghal is a Certified Trainer by PSMB Pembangunan Sumber Manusia Berhad - Certificate # EMP / 1654. He has over 17 years of experience in call centre training and training coordination. He conducts **Certified Contact Centre Professional program** subsidised by HRDF under its **Graduates ENhancEment pRogrAMme for Employability (GENERATE) scheme** for fresh graduates. The experiences that he has injected into his customer contact training and consultancy date back to 1990 when he began his career as a sales and service agent in the United States. Subsequently, he moved up the ranks of agent to team leader to internal trainer over a period of 6 years. Since then, he has been actively involved with developing agent and team leader skills within sales and service teams in a multitude of industries including Media, Banking, Insurance, Telecommunications, Manufacturing, BPO companies, Pharmaceutical Sales Companies, Software Developers and more. This experience as a Call Centre and face to face service and sales trainer and project coordinator has been instrumental in the development of his understanding of front-line staff and team leader psychology, what drives each position and how skills are developed in each area.



Shahrukh is the man behind **The PLEASE!™ and LEAP!™ Workshops** which train frontliners to implement winning Customer Interaction Tools such as to Probe, Listen, Empathize and Articulate. The **PLEASE!™** Workshops are suitable for any executive who interacts with customers regularly. The **LEAP!™** Workshops are suitable for professionals such as Doctors, Lawyers, School Teachers, University Lecturers and more in their quest to engage their patients, clients, students etc. during the communication process. His training sessions are filled with an air of positivity and motivation for the participants. His training style revolves around Concepts, Application, Reflection and most of all FUN!! His training sessions are filled with an air of positivity and motivation for the participants. Shahrukh is the man behind The **PLEASE!™** Workshops which train frontliners to implement winning Customer Interaction Tools such as to Probe, Listen, Empathize and Articulate. The **PLEASE!™** Workshops are suitable for any executive who interacts with customers regularly. Especially in **Contact centre customer service, Face to face customer service, Telesales and Debt collection through phone**. Shahrukh's youtube channel including frontliner skills development modules is as follows: <http://www.youtube.com/channel/UC067zunxivllLuOICKJ9f4g> To view **TESTIMONIALS** given by clients, please click here: <http://www.contactskills.com/testimonials.html>

Shahrukh is a respected training provider, not just a trainer. He has coordinated training for multiple clients at a time, for the past 17 years. In some cases 12 to 15 training programs being conducted concurrently in that many locations with that many trainers with hundreds of trainees. This means he handles processes from client enquiry to training proposal development, fee and training module negotiation and adjustment, training confirmation, coordinating trainer schedules, training materials, trainer and client liaison, understanding client training needs and handling trainer and trainee queries and concerns. With this capability, he is considered a "go-to" for any training project coordination requirement.

Quality Input Resources Sdn Bhd

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Shahrukh's call centre training clients:

1. **Maxis Berhad** – Call Centre Outbound Tele-Debt Collector and Team Leader assessment and training
2. **Reliance Berhad Call Centre** – High Impact Telesales Skills (Assessment & Training)
3. **Affin Bank Berhad Call Centre**–Telephone debt collection skills
4. **HSBC Bank Malaysia Berhad** – Branch TELESALLES training of financial products
5. **HSBC Bank Malaysia Berhad Call Centre** – CRM training for the DRM Team
6. **Hong Leong Group Call Centre** – Finance, Bank, Assurance and Customer Service
7. **Honda Malaysia Sdn. Bhd.** – Call Centre Customer Service
8. **ING Insurance** – Employee benefit sales and service skills
9. **The Bank of Nova Scotia Berhad** – Financial products telesales
10. **Malaysia National Insurance Call Centre** – Sales training for a Child Education plan
11. **Legend Hotel Call Centre**– Time Share appointment and Customer Service training
12. **Palace of the Golden Horses** - Time Share Telesales
13. **Bumiputra Commerce Bank Berhad Call Centre** –Phone Banking telesales
14. **Malaysian Oxygen Berhad Call Centre** – Call Centre Telesales & Teleservice
15. **Malaysia Airlines Golden Boutiques** – Buy n Fly card telesales training
16. **New Straits Times**– Classified Ads-Call Centre & Face to face service
17. **Utusan Melayu Call Centre** – Classified Advertising-Outbound Telemarketing Skills
18. **Elken Sdn Bhd** – Counter Service / Effective Communication / Customer Service
19. **British American Tobacco** – Effective Communication and Selling Skills (**Kent**)
20. **Yellow Pages Call Centre** – Appointment setting Skills
21. **MNI Online Call Centre** – Telesales and Teleservice training
22. **Zuellig Pharma Call Centre** - Customer Service and Team Leader Training
23. **Eon Bank Call Centre** – Debt collection and Call Centre Customer Service
24. **AmAssurance Call Centre** – Setting up a new Telesales Unit & Call centre training
25. **RHB Bank Call Centre**– Outbound Telesales Training
26. **Maybank Group Contact Centre** – Outbound Telesales Skills (Insurance products)
27. **OCBC Bank (Malaysia) Berhad** – Outbound Telesales Skills transactional banking
28. **Bank Rakyat Call Centre** – Telesales and Service training
29. **SP Setia** – Outbound Telesales skills
30. **Bonuslink Call Centre** – Outbound Telesales Skills & Inbound Customer Service
31. **Etiqa Insurance Berhad** – Brand Delivery training campaign
32. **CSC Malaysia Berhad BPO Call Centre**– Ensuring contact centre success
33. **Mitsubishi Motors Malaysia** – Call centre Customer Service Skills
34. **Mimos Berhad** – Mutiara Smart Computing – Call Centre Customer Service Skills
35. **Citylink Express Courier Call Centre**– Call Centre Customer Service Skills
36. **POS Malaysia Call Centre** – Pos Laju Call centre debt collection skills
37. **Sunlife Insurance** – Call Centre Customer Service Skills
38. **DKSH Malaysia** – Call centre agent assessment and one to one coaching
39. **Gibraltar BSN Life Insurance Berhad – Formerly UniAsia Life** - Call Centre Telesales
40. **Corporate Information Travel** – Service Based Telephone Techniques & Handling Difficult Callers
41. **HRDF – PSMB Call Centre** Customer Care Excellence
42. **Gabungan AQRS Berhad** – Communication Skills
43. **Marsh Insurance** – Call centre customer service skills
44. **Aeon Credit Services Sdn. Bhd.** – Telesales for financial services
45. **Charity fundraising, Donor Acquisition & Retention Skills training for the following entities:**

MALAYSIA

UNICEF MALAYSIA, MAKNA - (Majlis Kanser Nasional) or National Cancer Council Malaysia, NKF – National Kidney Foundation, WWF MALAYSIA, BUDIMAS – Charitable fund for orphanages, SUKA SOCIETY - Set up to protect and to preserve the best interests of children

SINGAPORE

BONE MARROW DONOR PROGRAMME (BMDP), SINGAPORE HEART FOUNDATION (SHF), World Wildlife for Nature (WWF), Singapore Cancer Society (SCS), Singapore Senior Citizens' Home (SASCO), Special Olympics Asia Pacific (SOAP), 365 Cancer Prevention Society (365 CSP)

46. **BHP Billiton** – Customer Service Excellence
47. **Ekovest Berhad Highway Project** – Call centre customer service
48. **Korean Airline – Concentrix** – De-fusing angry customers for 2nd support level Team Leaders
49. **ELK Desa Capital Sdn. Bhd.** – Debt collection through phone – contact centre
50. **Google Business Partner – Locus-T** – Telesales and Customer Service (August 2018)

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51. **DB Schenker Logistics**- Customer Care Excellence
52. **KWSP** – 30 sessions on Debt Collection Skills – Entire EPF Enforcement Team
53. **Khazanah Nasional Berhad** – Enhancing Customer Experience
54. **BankTechAsia 2018 & BigTechAsia 2018** – Conference Delegate & Sponsorship Sales training

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