



Shahrukh Moghal is a Certified Trainer by PSMB Pembangunan Sumber Manusia Berhad - Certificate # EMP / 1654. He has over 15 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.

Shahrukh is the man behind **The PLEASE!™ and LEAP!™ Workshops** which train front-liners 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. His training style revolves around Concepts, Application, Reflection and most of all FUN!! Shahrukh is the man behind **The PLEASE!™ Workshops** which train front-liners 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 front-liner 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>



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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 TELESALERS 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. **Appco Asia BPO Call Centre** – Charity fundraising through the phone
45. **BHP Billiton** – Customer Service Excellence
46. **Aeon Credit Services Sdn. Bhd.** – Telesales for financial services