



**Shahrukh Moghal** is a Certified Trainer by PSMB Pembangunan Sumber Manusia Berhad - Certificate # EMP / 1654. He has over 20 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 environments.

**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: <https://www.youtube.com/user/shahtrainer/videos>

To view **TESTIMONIALS** given by clients, please click here: <http://www.contactskills.com/testimonials.html>

Complete details on Shahrukh's programs: [www.contactskills.com/shahrukh-moghal-training.html](http://www.contactskills.com/shahrukh-moghal-training.html)



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**Ministry of Human Resources, Malaysia**

# Shahrukh's clients

**Maxis Berhad** – Call Centre Outbound Tele-Debt Collector and Team Leader assessment and training

**Reliance Berhad Call Centre** – High Impact Sales Skills (Assessment & Training)

**Affin Bank Berhad Call Centre** – Telephone debt collection skills

**HSBC Bank Malaysia Berhad** – Branch Sales training of financial products

**HSBC Bank Malaysia Berhad Call Centre** – CRM Sales training for the DRM Team

**Hong Leong Bank Call Centre** – Sales & Debt Collection Skills

**Honda Malaysia Sdn. Bhd.** – Call Centre Customer Service

**ING Insurance** – Employee benefit sales and service skills

**The Bank of Nova Scotia Berhad** – Financial products Sales

**Malaysia National Insurance Call Centre** – Sales training for a Child Education plan

**Legend Hotel Call Centre** – Time Share appointment and Customer Service training

**Palace of the Golden Horses** - Time Share Sales

**Bumiputra Commerce Bank Berhad Call Centre** – Phone Banking Sales

**Malaysian Oxygen Berhad Call Centre** – Call Centre Sales & Teleservice

**Malaysia Airlines Golden Boutiques** – Buy n Fly card Sales training

**New Straits Times** – Classified Ads-Call Centre & Face to face service

**Utusan Melayu Call Centre** – Classified Advertising-Outbound Telemarketing Skills

**Elken Sdn Bhd** – Counter Service / Effective Communication / Customer Service

**British American Tobacco** – Effective Communication and Selling Skills (**Kent**)

**Yellow Pages Call Centre** – Telephone Appointment setting Skills

**MNI Online Call Centre** – Sales and Teleservice training

**Zuellig Pharma Call Centre** - Customer Service and Team Leader Training

**Eon Bank Call Centre** – Debt collection and Call Centre Customer Service

**AmAssurance Call Centre** – Setting up a new Sales Unit & Call centre training

**RHB Bank Call Centre** – Outbound Sales Training

**Maybank Group Contact Centre** – Outbound Sales Skills (Insurance products)

**OCBC Bank (Malaysia) Berhad** – Outbound Sales Skills transactional banking

**Bank Rakyat Call Centre** – Sales and Service training

**SP Setia** – Outbound Sales skills

**Bonuslink Call Centre** – Outbound Sales Skills & Inbound Customer Service

**Etiqa Insurance Berhad** – Brand Delivery training campaign

**CSC Malaysia Berhad BPO Call Centre** – Inbound customer service agent and team leader training

**Mitsubishi Motors Malaysia** – Call centre Customer Service Skills

**Mimos Berhad** – Mutiara Smart Computing – Call Centre Customer Service Skills

**Citylink Express Courier Call Centre** – Call Centre Collection & Customer Service Skills

**POS Malaysia Call Centre** – Pos Laju Call centre debt collection skills

**Sunlife Insurance** – Call Centre Customer Service Skills & debt collection skills

**DKSH Malaysia** – Call centre agent assessment and one to one coaching

**Gibraltar BSN Life Insurance Berhad – Formerly UniAsia Life** - Call Centre Sales

**Corporate Information Travel** – Telephone Techniques & Handling Difficult Callers

**HRDF – PSMB Call Centre** Customer Care Excellence

**Gabungan AQRS Berhad** – Communication Skills

**Marsh Insurance** – Call centre customer service skills

**BHP Billiton** – Customer Service Excellence

**Aeon Credit Services Sdn. Bhd.** – Sales for financial services

**Ekovest Berhad Highway Project** – Call centre customer service

**Korean Airline – Concentrix** – De-fusing angry customers for 2<sup>nd</sup> support level Team Leaders

**Wellings Pharmacy Penang** – Customer Service in the Retail Environment

**Schenker Logistics** – Customer Service Excellence

**MPI Generali** – Customer Service Excellence – Level 1 & 2

**ELK Desa Capital Sdn. Bhd.** – Debt collection through phone – contact centre

**Google Business Partner** – Locus-T – Debt collection through phone , Sales and Customer Service

**KWSP** – 3 sessions on Debt Collection Skills

**Khazanah Nasional Berhad** – Enhancing Customer Experience

**BankTechAsia 2018 & BigTechAsia 2018** – Conference Delegate & Sponsorship Sales training

**MCIS Insurance Berhad** – Call centre customer service training and consultancy

**UOB Bank (Malaysia) Berhad** – SME Banking Sales Training

**Maybank Group Customer Care (MGCC)** – Live Chat Customer Support Skills

**Multi Trans Sdn. Bhd.** – Telephone Appointment Setting Skills

**Akademi PKNS** – Debt Collection Skills

**Kertih Terminals Sdn. Bhd.** – Customer Service Strategy training for HODs.

**Appraisal Property Management Sdn Bhd** – Service Strategy & Culture for HODs

**Zameen.com Pakistan** – Workshop on Customer Centric Mindset & Culture

**Marriott Islamabad Pakistan** – Workshop on Customer Interaction Skills

**Tenaga Nasional Berhad – Malaysian Power** – Customer Centric Mindset & Culture

## Latest online programs conducted since covid-19 MCO:

**Jobstreet.com** – Sales Skills

**Centreside Express Maritime** – Debt collection skills

**Protech Builders** – Debt collection

**Len min steel sdn bhd** - Debt collection

**Epic Chemicals Sdn Bhd** - Debt collection

**Sen Heng Electric** – Sales Skills

**GKK Consultant Sdn. Bhd.** – Sales Skills

**Cenviro Services Sdn Bhd** – Debt collection through phone

**KPJ Seremban Specialist Hospital** – Customer Service Excellence

**Fiberail Sdn. Bhd.** – Customer Care Excellence

**Prudential BSN** – Transforming Customer Experience

**Tenaga Nasional Berhad** – Transforming Customer Experience

**Netherlands Maritime University College** – Telephone Selling Skills

**Lenovo Malaysia** – Contact Centre Customer Service (internal & outsourced teams)

**Royal Canin Malaysia** – Telesales training

**Alliance Bank Malaysia Berhad** – Virtual Selling & Telephone Appointment Setting

**Shell Global** – Telesales & Team Leadership Skills for Poland, Austria, Germany, Malaysia

**IUM – International Islamic University Malaysia** – Telesales training