

A photograph of Shahrukh Moghal, a man with grey hair wearing a dark suit and a light-colored striped shirt, speaking at a wooden podium. He is holding a small black object in his left hand. The background consists of a light-colored wall and dark curtains.

Shahrukh Moghal MIMM CPM

HRDCorp Certified Trainer

HRDCorp Accredited trainer

Micro-credentials Authorized

Contact Centre Consultant

Member Institute of Marketing Malaysia

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 (scheme for fresh graduates Shahrukh is actively involved in developing agent and team leader skills in in the contact centre environment To date, he has helped close to 100 large contact centres upgrade the skills of their telesales, customer service and debt collection agents and team leaders.

Shahrukh is the man behind The PLEASE! TM and LEAP! TM Workshops which train frontliners to implement winning Customer Interaction Tools such as to Probe, Listen, Empathize and Articulate Especially in Contact centre customer service, Face to face customer service, Telesales and Debt collection through phone.

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's clients



[Facebook](#)

[Youtube channel](#)

[Website](#)

[Testimonials](#)

Customer Service training

1. HSBC Bank Malaysia Berhad – Branch Sales training of financial products
2. Honda Malaysia Sdn. Bhd. – Call Centre Customer Service
3. Elken Sdn Bhd – Counter Service / Effective Communication / Customer Service
4. Google Malaysia – Locus-T – Debt collection through phone, Sales and Live Chat
5. Zuellig Pharma Call Centre – Customer Service and Team Leader Training
6. British American Tobacco – Effective Communication and Selling Skills (Kent)
7. Etiqa Insurance Berhad – Brand Delivery training campaign
8. CSC Malaysia Berhad BPO Call Centre – Inbound customer service agent and team leader training
9. Mitsubishi Motors Malaysia – Call centre Customer Service Skills
10. Mimos Berhad – Mutiara Smart Computing – Call Centre Customer Service Skills
11. Schenker Logistics – Customer Service Excellence
12. Lenovo Malaysia – Contact Centre Customer Service (Live chat customer support)
13. Perodua – Enhancing Customer Experience
14. DKSH Malaysia – Call centre agent assessment and one to one coaching
15. Corporate Information Travel – Telephone Techniques & Handling Difficult Callers
16. HRDF – PSMB Call Centre Customer Care Excellence
17. Gabungan AQRS Berhad – Communication Skills
18. Coway Malaysia – Live Chat Customer Support
19. Marsh Insurance – Call centre customer service skills
20. BHP Billiton – Customer Service Excellence
21. Ekovest Berhad Highway Project – Call centre customer service
22. Comfori Sdn. Bhd. – Certified Customer Service Professional (Certification program)
23. Korean Airline – Concentrix – De-fusing angry customers for 2nd support level Team Leaders
24. Wellings Pharmacy Penang – Customer Service in the Retail Environment
25. MPI Generali – Customer Service Excellence – Level 1 & 2
26. Khazanah Nasional Berhad – Enhancing Customer Experience
27. MCIS Insurance Berhad – Call centre customer service training and live chat
28. Maybank Group Customer Care (MGCC) – Live Chat Customer Support Skills
29. Kertih Terminals Sdn. Bhd. – Customer Service Strategy training for HODs.
30. Appraisal Property Management Sdn Bhd – Service Strategy & Culture for HODs
31. Zameen.com Pakistan – Workshop on Customer Centric Mindset & Culture
32. Marriott Islamabad Pakistan – Workshop on Customer Interaction Skills
33. Tenaga Nasional Berhad – Malaysian Power – Customer Centric Mindset & Culture
34. KPJ Seremban Specialist Hospital – Customer Service Excellence
35. Fiberail Sdn. Bhd. – Customer Care Excellence
36. Prudential BSN – Transforming Customer Experience
37. Tenaga Nasional Berhad – Transforming Customer Experience
38. Shopee Singapore – Live Chat Customer Support
39. KWSP / EPF Malaysia (Gov't of Malaysia) – Call centre customer service
40. Quanterm Logistics Sdn. Bhd. – Excellent Customer Service

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Telesales / telemarketing / cold-calling

1. Reliance Berhad Call Centre –High Impact Sales Skills (Assessment & Training)
2. HSBC Bank Malaysia Berhad Call Centre –CRM Sales training for the Direct Relationship Management Team
3. ING Insurance –Employee benefit sales and service skills
4. The Bank of Nova Scotia Berhad –Financial products Sales
5. Malaysia National Insurance Call Centre–Sales training for a Child Education plan
6. Google Malaysia –Locus-T –Debt collection through phone , Sales and Customer Service
7. Legend Hotel Call Centre–Time Share appointment and Customer Service training
8. Palace of the Golden Horses-Time Share Sales
9. Bumiputra Commerce Bank Berhad Call Centre–Phone Banking Sales
10. Malaysian Oxygen Berhad Call Centre–Call Centre Sales & Teleservice
11. Malaysia Airlines Golden Boutiques–Buy n Fly card Sales training
12. New Straits Times–Classified Ads-Call Centre & Face to face service
13. Utusan Melayu Call Centre –Classified Advertising-Outbound Telemarketing Skills
14. Yellow Pages Call Centre –Telephone Appointment setting Skills
15. MNI Oneline Call Centre –Sales and Teleservice training
16. Am Assurance Call Centre –Setting up a new Sales Unit & Call centre training
17. RHB Bank Call Centre–Outbound Sales Training
18. Maybank Group Contact Centre –Outbound Sales Skills (Insurance products)
19. OCBC Bank (Malaysia) Berhad –Outbound Sales Skills transactional banking
20. Bank Rakyat Call Centre –Sales and Service training
21. SP Setia –Outbound Sales skills
22. Bonuslink Call Centre –Outbound Sales Skills & Inbound Customer Service
23. Gibraltar BSN Life Insurance Berhad –Formerly Uni Asia Life -Call Centre Sales
24. Aeon Credit Services Sdn. Bhd.–Sales for financial services
25. BankTechAsia2018 & BigTechAsia2018–Conference Delegate & Sponsorship Sales training
26. UOB Bank (Malaysia) Berhad–SME Banking Sales Training
27. Multi Trans Sdn. Bhd. –Telephone Appointment Setting Skills
28. Jobstreet.com –Sales Skills
29. SenHeng Electric –Sales Skills
30. GKK Consultant Sdn. Bhd. –Sales Skills
31. Netherlands Maritime University College –Telephone Selling Skills
32. Royal Canin Malaysia –Telesales training
33. Alliance Bank Malaysia Berhad–Virtual Selling & Telephone Appointment Setting
34. Shell Global –Telesales & Team Leadership Skills for Poland, Austria, Germany, Malaysia
35. IIUM –International Islamic University Malaysia –Telesales training
36. Putra Business School –Virtual Presentation Skills
37. Hong Leong Asset Management –Virtual Presentation Skills
38. Carsome Sdn. Bhd. –Telesales Team Leadership Skills
39. Saito University College - Telesales training & consultancy
40. London College of Clinical Hypnosis - Telesales training & consultancy

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Debt Collection training

1. Maxis Telecommunications Berhad –Tele-Debt Collector and Team Leader training
2. Google Malaysia –Locus-T –Debt collection through phone , Sales and Customer Service
3. Affin Bank Call Centre–Telephone debt collection skills
4. Sunlife Insurance –Call Centre Customer Service Skills & debt collection skills
5. KWSP–Employee Provident Fund (Gov't) 3 sessions on Debt Collection Skills
6. Kudrat Partners –Debt collection through phone
7. Hong Leong Bank Call Centre –Sales &Debt Collection Skills
8. Eon Bank Call Centre – Debt collection and Call Centre Customer Service
9. Citylink Express Courier Call Centre–Call Centre Collection & Customer Service Skills
10. Malaysian Post Office Call Centre –Pos Laju Call centre debt collection skills
11. ELK Desa Capital Sdn. Bhd. –Debt collection through phone –contact centre
12. Akademi PKNS –Debt Collection Skills
13. Centreside Express Maritime –Debt collection skills
14. Protech Builders –Debt collection
15. Epic Chemicals Sdn Bhd-Debt collection
16. Cenviro Services Sdn Bhd–Debt collection through phone
17. Len min steel sdn bhd-Debt collection
18. Columbia Hospital Kuala Lumpur – Persuasive communication in debt collection

