

# CCAM NEWSLETTER

On the 30th of January 2023, CCAM Office Bearers and EXCO held a brainstorming discussion and Lunar New Year Dinner to discuss the journey that we will take as an association this year. Apart from the CCAM Flagship Events which are the National Contact Centre Conference, the Annual Industry Excellence Awards Dinner and CX Summit, look forward to more things coming your way including our Annual General Meeting and more events that have been created to bring the industry together.

## A STORM IS BREWING



## CONGRATULATIONS to Raymond Devadass and Vigneswaran Sivalingam

Congratulations to our President, Raymond Devadass and our Deputy President, Vigneswaran Sivalingam on being appointed by HRD Corp - Human Resource Development Corporation as members of the Sectorial Training Committee (STC) for Business and Consultancy sector for a period of two years!

This is great for the Contact Centre industry in Malaysia going forward. We look forward to the amazing things that will come out of this.

Greetings From CCAM,

The first quarter of 2023 went off with a bang!

At the end of January, the CCAM Executive Committee got together for a brainstorming session where we plotted out a roadmap for CCAM's journey in 2023. Our vision was to improve on the strengths that we already have and introduce elements that would serve our industry heading into the future. We want to equip our members, so they may create more opportunities that will then strengthen the Malaysian economy. As an industry, we have the capabilities and capacity to compete in the global market, and if we all work together, we can succeed.

Globally, customer care is evolving so much and so quickly. The contact centre is now an integral part of a customer's entire experience with an organisation. The heroes who work in this field not only have to be patient and personable, but they also have to quickly adapt to new developments. This age of technology has also created a new breed of customers who are savvy, but also much less loyal than their predecessors, and it is our contact centre champions who sit at the forefront of these interactions.



And so, it has become more and more important for us to provide quality training to the members of our industry.

To that effect, I am pleased to announce that both our Deputy President, Mr. Vigneswaran Sivalingam and I have been selected by the Human Resource Development Corporation (HRD Corp) as members of the Sectorial Training Committee (STC) for Business and Consultancy sector for a period of two years. We look forward to using this as a platform to enhance the capabilities within this industry.

This year, there will be big changes within CCAM as this is an election year for us. Please keep an eye out for invitations to our upcoming Annual General Meeting in May this year. We encourage new nominations to our EXCO and Office Bearers. It is important for us to have diverse representation within our Association in order to better serve the local industry. I hope that our members will take the time to attend this event, and to nominate individuals to sit within our EXCO.

Personally, as I embark on my last few months as President of CCAM, there is one part of me that I know will miss having this much involvement in the Association. However, another part of me looks forward to being part of the growth within this industry in a different capacity. Even though my tenure as President is finishing, I will still be actively involved. The focus for me the next few months will be on succession and ensuring continuity. This is certainly not an ending to an era, but perhaps instead of seeing it as an ending per se, I do see look at it as a process of evolution.

CCAM has many events planned for this year to bring us together physically. The Secretariat team has recommenced visits to member organisations, and we are looking forward to growing our training offerings. The recent Buka Puasa dinner was only the first of many opportunities we will have to get together. Join us. Let's all get involved. I look forward to seeing you all the upcoming events.

Raymond Devadass  
President  
CCAM



# Winning Work-At-Home Strategies



The New Year brings in new opportunities and challenges for all. While the industry seems to springboard with the levers of last year's growth, there are still several strategic and operational questions that need to be addressed to make the Contact Centre industry a true prime mover within the Malaysian economy.

In the wake of new Covid waves and possibilities of movement restrictions, one area that still seems grey is the working of staff in Work-At-Home environment. The reasons for ambiguity are plain in sight. On one hand, companies feel pressurized to deploy an ongoing Work-At-Home (WAH) solution in the endemic. This will help them to be resilient and allow for their success in the long term. On the other hand, people feel the pressure to bring the staff back to office in a Brick-and-Mortar (B&M) setup of contact centre, since that is a tried-and-tested environment, which allows the company to be efficient.

Since the verdict is still out on either side, we collected a list of actions and responses people across the world have put in place, and models that have got developed in the last couple of years during the pandemic, which continue to address the WAH vs B&M debate in bite-size portions. Fifteen of these ideas are listed here, in no particular order, with a hope that some of these ideas will be helpful to the readers with immediate effect, and some can trigger actions for the long term.

1. Set up basic physical infrastructure for some of staff to work at their homes, so that they can be WFH very quickly in case of another wave or crisis in the future.
2. Put in place a close-to-hub model and get the flexibility and business continuity. Some of the banks have deployed this, using their existing branch network.
3. Augment staff with Gig workforce. This is especially useful when the training for staff is not elaborate and therefore staff in gig environments can provide support to the programs.
4. For outsourcers, work with clients to include WAH as viable solution in the contracts.

5. Move some of the infrastructure to pay-per-use basis.
6. Identify all major costs for WAH solution (e.g., initial investment in privacy controls, ongoing management, training, and coaching of staff, deployment of systems that are required to successfully deploy WAH approaches), and work on reducing them operationally. Reduce the running costs by reviewing them and reduce the ones that are non-essential.
7. Identify physical and logical controls for privacy and confidentiality and deploy them incessantly.
8. Change the scope of customer support between on-site and WAH staff. Review the job profiles and where possible, separate the job responsibilities.
9. Move the business models from handling tasks to managing customers.
10. Work on reducing the customer contacts or move them to digital channels. This has been an ongoing focus area for companies for the last decade but have received a major boost in the last couple of years, due to lockdowns, movement restrictions, and new social distancing norms.
11. Consider higher value of work coming to CC staff and simpler, routine tasks being managed by self-help. This one is related to the above point, and specifically talks about the design aspects of self-help vs human-assisted transactions.
12. Move to more digital platforms for the contact centre staff to use (no physical coaching but virtual video coaching, virtual huddles, virtual training). See our earlier post about this.
13. Have a staged approach to move to WAH solutions.
14. Have a joint strategy of some staff remaining on WAH solution on an ongoing basis, with the remaining returning to the center.
15. Consider a hybrid strategy for WAH staff, where they can visit once a week for training, coaching, and mentoring.

# National Contact Centre Conference 2023

21<sup>st</sup> June 2023



Block your calendars to be at the National Contact Centre Conference (NCCC) on the 21st of June 2023.

The journey ahead looks good for the contact centre industry here but one that comes with much turbulence too; in which we need better understanding of the effects of the economy, the impact of automation, the latest in consumer trends and the opportunities that digital customer experience provides.

It is an important moment in time for the industry to come together to exchange notes and to collaborate. Let's gather for better days ahead.

Gold Partners

VERINT talkdesk

Technology Partner

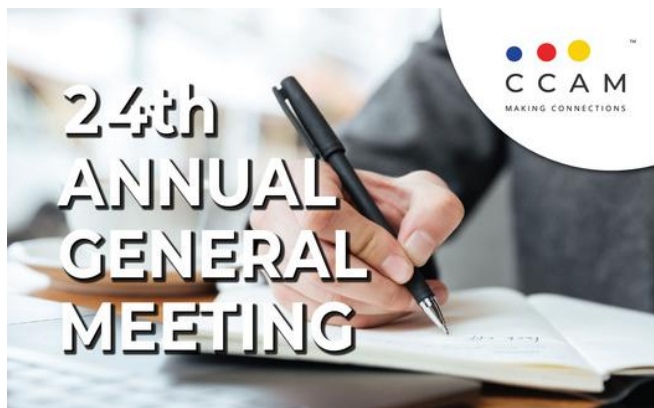
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## CCAM ANNUAL GENERAL MEETING (AGM)

18TH MAY 2023

Time has flown by, and our current Office Bearers have done a fantastic job throughout the pandemic and other challenges. However, they have reached the end of their two-year term. This year at our Annual General Meeting, Contact Centre Association of Malaysia we will also be electing a new Executive Committee and a new board of Office Bearers.

As our membership base has expanded, we look forward to having some new faces among our leadership group from various organisations. Having diverse representation among our EXCO and Office Bearers is how we gain the insight needed to serve our industry as a whole.

Each member organisation will be allocated two seats at this event, and registration is needed so we can organise with the venue. We strongly encourage your attendance at this event, and we look forward to having you nominate individuals from your organisation to sit within our Executive Committee. Please do look forward to further details on this on our website as we confirm the time and venue for the event.





# Welcome New Members

## Ecart Services Sdn Bhd

Lazada Malaysia "(Ecart Services Malaysia Sdn Bhd)" is pioneering e-commerce across some of the fastest growing countries in the world by offering a fast, secure and convenient online shopping experience with a broad product offering in categories ranging from fashion, consumer electronics to household goods, toys and sports equipment.

Lazada is always striving to offer its customers the best possible offering - including multiple payment options, free returns and extensive customer service and warranty commitments.

## IntouchCX

IntouchCX is a global BPO leader in customer support, providing dedicated agents, advanced technology, and customized strategies for innovative brands.

They are revolutionizing the global customer experience across all industries, delivering innovative, value-driven customer care solutions to the world's best-known brands. They are partners in long-term growth, helping to scale and optimize your CX through their data-driven and brand-specific approach.

## Liberty Insurance Sdn Bhd

Liberty Insurance maintains the strong belief that progress happens when people feel secure. They stand committed to support their customers and their people on a daily basis, so they may ensure the safety of their family, build their business and invest in their future. Liberty promises protection for those unexpected moments, delivered with care. With over 45 years of experience in providing comprehensive insurance solutions to Malaysia.

Liberty Insurance is a name you can truly depend on. They place customer experience at the center of their priorities and constantly strive to give their clients the strength to embrace the challenges of today, whilst confidently pursuing tomorrow.

## Denave

Denave was envisioned over 24 years ago with the goal to become a global sales catalyst. With deep market knowledge, superior data and proprietary technology, our multi-dimensional service offerings help clients across industries such as IT, telecom, ITES, manufacturing, SaaS, electronics & electrical, and more to transform their businesses and find greater sales success.

Denave has been instrumental in developing solution-driven strategies, delivered through 6 global delivery centers across India, APAC markets and the UK. We are staunchly committed to co-creating value for our clients with a robust sales engine, with presence across 5 continents, 50+ countries, and 500+ cities. Supported by the 4000+ employee ecosystem and 30+ multi-language capabilities, Denave has successfully influenced more than USD 7 billion revenue for clients globally. A great-place-to-work certified organization, Denave has been honored across national and international forums.

**Nubitel CX** is a customer engagement solution that will assist you in delivering a consistent and relevant engagement experience to your customers across channels while facilitating collaboration among your subject matter experts across departments.

The **top 3 benefits** gathered by our customer success measurement team from key enterprise customers on the **consolidation of engagement channels**, are as follow:

**Improved Efficiency:** By consolidating engagement channels, you can streamline your customer support operations and improve efficiency. Instead of having to manage multiple channels separately, you can manage all customer interactions from a single platform. This can save time and minimize the need for internal transferring or escalation of engagement sessions.

**Consistent Customer Experience:** Consolidating engagement channels can help ensure a consistent customer experience across all channels. Customers expect a seamless experience when interacting with your brand, regardless of channel they choose to use. Consolidating channels can help you deliver a consistent message and level of service, which can improve customer satisfaction and loyalty.

**Better Data Management:** Consolidating engagement channels can also help you better manage your customer data. By using a single platform to manage all customer interactions, you can consolidate and track customer behaviour and preferences. This provides valuable insights that can facilitate your team in crafting more effective marketing and customer service strategies.

While our enterprise customers strive to improve engagement experience and service delivery quality with the help of **Nubitel CX**, we worked on adapting the solution to cater to their workflow and collaboration needs. Our enterprise customers focus on these **3 key features** of **Nubitel CX** to ensure **collaboration** across touch points and departments involved in managing the customer engagement journey:

**Workflow automation:** Straight forward processes that are used to segregate, route, and distribute engagement sessions among subject matter experts are automated to save time and minimize internal escalations.

**Internal Collaboration Tools:** Subject matter experts and service advisors interact with each other to share information and obtain discreet assistance using the built in messaging tools for immediate alignment and revert to customers.

**Centralized Knowledge Management:** The integrated, centralized knowledge base in **Nubitel CX** allows subject matter experts to share and consolidate information for the reference of the entire workgroup for quicker, consistent and updated revert to customers.

We are looking for customer engagement teams to invest into pilot projects that are targeted at your key business outcomes together. Send us an email with a brief on your customer engagement plan today and we will get in touch to engage further. **Email:** [mysales@nubitel.co](mailto:mysales@nubitel.co)



## Quips from 2022 Industry Excellence Award Winners

### What was your favorite part of the award process? Why?

Most favorite process apart from collating and gathering all the data necessary to complete the questionnaire, was to create an engaging introduction video about myself and the operation that I was handling. The exposure has provided me with creative alternatives (video editing) to engage more with my team.

### Has winning the Best Contact Centre Team Leader: Inbound Award motivated you to try new processes? Can you speak about them a bit please?

Prior to winning the award, Majorel has provided me an opportunity to explore a new role (Operation Coordinator). With the motivation, I was interested in exploring automation in the current project that will contribute to process simplification and time effective operation for my team leaders.

### We understand you're also a musician. How important is it to have an interest outside of work? How has this helped you?

Different hats are required on daily basis and there must be one that is most interesting and comfortable from individual standpoint. Personally, this hat has helped me to centralize thought process, emotional and mental state. It contributed different views and perspectives towards handling various challenges in work which I feel is vital for everybody.



**Abdullah Arif**  
Majorel Malaysia  
Best Contact Centre  
Team Leader  
(Inbound)

### Did you find the process for the CCAM Annual Industry Excellence Award valuable? How so?

Yes, it carries a lot of weight since the process is meticulous with many stages of filtration to ensure that the right person is being recognized. To be nominated to compete in the CCAM Awards itself requires one to be a high performing individual with outstanding talent and achievements. So it is no small feat to emerge among the three winners out of a shortlist of similarly strong candidates, and I feel that is what makes it a very valuable process.

### What was your first thought when you won?

I was screaming for joy and filled with pride. Racing through my mind were thoughts of finally proving myself that I can meet the ever-growing standards of CCAM and perform my work with distinction. It was definitely an important moment in my professional and personal life!

### What are the things that you do outside of work that help you unwind and gives you that extra boost?

I have a few things that I do to refresh myself and keep myself motivated. I love bikes, especially working on vintage ones. I love meeting people from different backgrounds and understanding what makes them tick. I love to acquire new skills and pass them forward to others, the same way I have learned from my friends for my own self-development. Finally, I enjoy travelling and spending time in nature.



**Parameswaran Ponniah**  
DHL Express  
Best Contact Centre  
Professional Voice  
(Below 200 Seats)



# Quips from 2022 Industry Excellence Award Winners

## What are your main drivers when it comes to work performance?

The impact and change I could bring to others as well as the potential to inspire them are the main things driving me to constantly give my best. I aspire to be a role model who performs well and motivates my peers to do the same by sharing knowledge and contributing to their success.

## What was the best part about participating in CCAM's Annual Industry Excellence Awards?

In preparing for the first round of submission for the awards, I had to look back at what I've done in the past. This gave me the opportunity to self-reflect on what I did well and what could be done better, which are important to identify gaps and work towards improvement.

## Did participating in the awards give you insights on some of the ways you personally operated that needed to change or be improved upon? Please elaborate.

Yes, it widened my perception about goal setting, overcoming obstacles and achieving targets. It opened up my mind to challenges, step out from my comfort zone and embrace change so that I am able to achieve new heights of performance. To illustrate, this was not my first time participating in the awards. In 2019, I received Silver for the category.

"Best Contact Centre Tele-Marketing Professional Under 100 Seats". I came to realise that this was not the end but in fact a precursor to be the best version of myself. The only way to go is up and the Gold Award that I received in 2022 reaffirms the hard work I have poured in since my initial participation.



**Loke Chin Chin**  
**DHL Express**  
Best Contact Centre  
Sales Specialist

## Did taking part in the CCAM Annual Industry Excellence Awards encourage you to reassess your role and how quickly things change for you? Please elaborate.

Yes. The questions from CCAM have influenced me to self-review and recall the efforts and performances in my role. I did join the talk from the previous award winner, and learned a lot from their sharing, it also gives me a new inspiration into my career whereby I can clearly understand my weaknesses and strengths.

## Has working in a large centre been valuable for you in terms of learning and development? How so?

A large centre often has a diverse range of people with different skills and experiences. This can provide opportunities for learning from others and collaborating on projects. I may work with individuals from different backgrounds and skill sets, which can provide me with unique perspectives and insights that I may not have encountered. I also have access to more resources, such as training programs or mentorship opportunities, which can further support your learning and development.

Overall, working in a large centre can be valuable for learning and development, providing access to diverse people, projects, and opportunities for career growth.

## What did you find most stimulating throughout the awards process?

For me, it is a recognition and validation of my hard work and achievements. In addition, I have the opportunity to showcase the accomplishments and gain exposure in the field. As an award winner or as someone being nominated, I feel motivated and more confident on my career.



**Bon Pui Yin**  
**Webhelp Malaysia**  
Best Contact Centre  
Professional Omni-  
Channel  
(Above 200 Seats)



## Quips from 2022 Industry Excellence Award Winners

**Has the introduction of various new technologies made your role easier or more complicated? Please elaborate.**

Without a doubt, the introduction of new technologies has definitely made my role easier. With new technologies, many manual tasks can be automated, giving me more time to focus on other important responsibilities. There are still tasks which technologies will not be able to replace (e.g., negotiation, expectation setting and stakeholder management), but can provide support (e.g., providing accurate data and information) which can in turn, help reduce preparation work substantially.

**How important would you say the human touch is, even in an omni-channel environment? Please tell us about an occurrence that proved the importance of human interactions for customers.**

In my opinion, human touch is one of the most important aspects required in contact centres, even in an omni-channel environment. Human beings have a key feature - empathy, which artificial intelligence lacks. The ability to understand what others may feel, or to see things from their perspective, is something artificial intelligence may never be able to acquire.

Being in a contact centre industry, our primary responsibility is to resolve challenges the clients are facing, which are most likely unpleasant experiences for them. In such situations, emotional awareness makes a huge difference. As humans are capable of picking up emotional cues, we are able to adjust our message and tone of voice according to the situation. Besides, humans are inherently social, and most will prefer to have an individual capable of understanding them, providing assurance while attending to their needs.

**Is there anything that you think should change about the awards process and why? Please elaborate.**

Personally, I think that the award process was very organised and well-rounded, and the judges were very engaging. Hence, I do not think that any change is required.



**Bryan Phang**  
**Majorel Malaysia**  
Best Contact Centre  
Professional Omni-  
Channel  
(Below 200 Seats)



# VERINT

## Does Your Approach to CX “Add Up”?

When it comes to creating enduring customer relationships, there is a gap between customers’ expectations for service and an organization’s ability to fulfill them. At Verint, we call this “the engagement capacity gap” and we are on a mission to help our clients close it!

We have just released our annual global research on the subject (we interviewed almost 3,000 leaders across 13 countries) and it’s a must-read for anyone tasked with improving customer experience.

One of the key findings is that digital-first engagement and automation are now gold standard for improving CX. The report features some specific solutions and approaches that some companies have used in order to scale interactions without drastically increasing budgets or reducing the quality of customer engagements.

You can read more about the engagement capacity gap [HERE](#), as well as [download the full report](#).



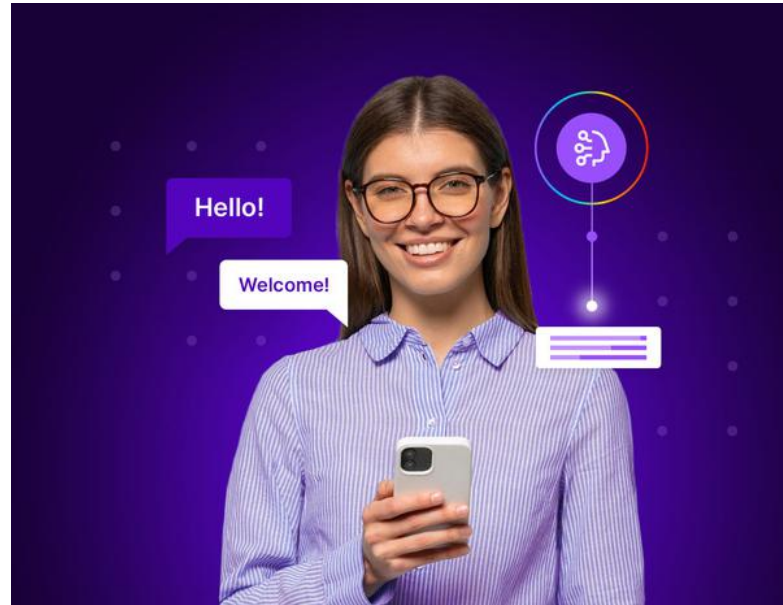
## ChatGPT is coming to your contact center

Automatic summary, now powered by the same engine as ChatGPT. Over the last several weeks, ChatGPT has taken the world by storm. As we look across all of the areas of the contact centre that can be improved using the generative AI that underpins ChatGPT, the grandiosity is justified. Almost every software function in the contact centre can be enhanced by an order of magnitude that multiplies what is possible now.

Automatic summary can shave 30-60 seconds from every interaction by automatically summarizing the key points and selecting the appropriate customer disposition.

At the end of every call, chat, SMS, or email, most customer service agents will write a summary of the interaction and then pick from a list of pre-set dispositions that describe the outcome—e.g., “demo scheduled” or “happy with service,” and others. These summaries, or after call work (ACW), are key for the next agent who may have a follow-up conversation with the same customer. Rather than slowly scrolling through the previous conversation transcript, the new agent can quickly read notes from the previous agent and immediately engage with the customer.

This data is also critical to create customer experiences (CX) that drive loyalty and repeat business. Understanding trends and patterns across interactions—like which topics are occurring most often—helps CX teams modify their tactics and proactively respond to customer needs. For example, if a CX team knows there is a spike in demand for a specific piece of merchandise that is out of stock, they can make sure their agents and virtual agents are prepared to provide a tailored response that can quickly help the customer, boosting customer satisfaction and first contact resolution rates at the same time.



## ChatGPT for the contact centre: Keeping your data clean and clear with generative AI.

Most agents are in a hurry to finish up their ACW. There is generally another call or chat waiting, and they are under pressure to increase their speed-of-answer rate and lower the average time in queue. Not surprisingly, manually written summaries are sometimes lacking in detail or skipped altogether.

Similarly, disposition selection is often incorrect as agents will pick any reasonable topic, versus the most accurate topic.

With generative AI-powered automatic summary, these are yesterday's problems. As you can see from the transcription screenshot, when the interaction is complete, the agent simply selects “Summarize” from the list of ACW shortcuts.

Automatic summary is the first of many new generative AI-powered enhancements we will be bringing to market. It's available now for Talkdesk Agent Assist™ customers on request. Stay tuned for more GPT news and announcements from Talkdesk in the near future.



# Iftar and Launch of the 2023 CCAM Annual Industry Excellence Awards

Gajaa at 8, Bangsar, KL

4th April, CCAM hosted the first networking event of 2023. The purpose of these events is to foster relationships within the industry so we may all learn from each other. Via these collaborations and discussions, we can grow Malaysia as a contact centre hub and also as a leader within the customer experience sphere.

This event was coupled with the Launch of the 24th Annual CCAM Industry Excellence Awards, a major event within our industry. CCAM introduced our new Awards Chair for this year, Vice-President Mr. Tommy Ng, and we thanked our former Awards Chair, Ms. S. Thilakavathi who held the reigns for the last four years and did wonderful work for this event including the implementation of the new awards portal.

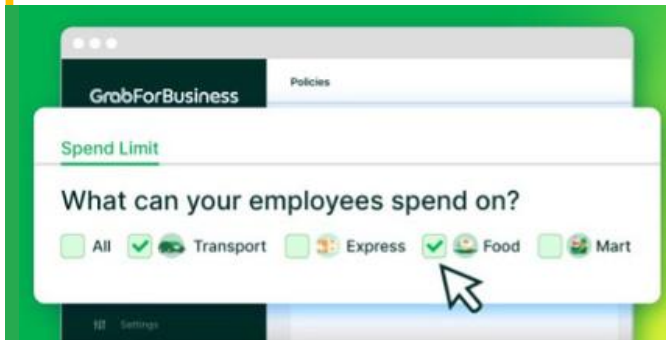


We look forward to receiving your awards submissions for this year. Some healthy competition is important to raise the standard for the industry as a whole.

Look out for more updates on the awards including full description of the categories and the key dates, as well as webinars designed to help you on your awards journey.



This session featured an introduction by this year's awards committee to the awards categories for 2023. Attendees were also given pointers on how to join the awards process. For those joining the awards, this session was a useful tool both for first timers and also for returning participants. For members participating in the awards process, if you missed this session, click **HERE** to watch the recording.



Dear Manager,  
Yes, you can please them all!

Creating a cost-effective employee perk programme that's flexible to cater to different needs can be a challenge.

To address this, Grab For Business is excited to introduce our new feature called flexible spend limits! Give your team the freedom of enjoying all their favourite Grab services with this new flexible spend limit. Their perk flexibility is in your hands.

- **Four services to enjoy**

Food, Mart, Transport, and Express. Mix and match to give your team the combination of perks they want.

- **Freedom to pay the balance**

Even if you set a spend limit as low as RM1, your employee gets the flexibility to pay the balance on their order.

- **Different teams, different needs**

Customise spend limit for different team and different group in your company!

Talk to us and enable it now! (change now to [kamil.darman@grab.com](mailto:kamil.darman@grab.com))

## Exclusive Dinner in Partnership with Verint



On the 16th of March 2023, our Association Partner Verint along with the CCAM hosted a small dinner at Brasserie Fritz located within Troika Sky Dining. This very exclusive event brought together 15 industry leaders along with experts from Verint and Audrey Williams, the Principal Advisor of Ecosystem. With the Kuala Lumpur skyline as a backdrop, this event featured a presentation by Audrey and allowed the delegates to participate in discussions around the need to provide today's savvy customers with a complete experience.



This Members' Only Webinar that saw CCAM Collaborating with HRD Corp was designed to help our members with their course claims and queries. Topics that were covered included:

**For Employers:**

- What is Allowable Cost Matrix (ACM)
- How to submit grant application for HRD Corp Claimable Course
- How to attend grant query HRD Corp Claimable Course
- How to submit claim HRD Corp Claimable Course
- How to attend claim query HRD Corp Claimable Course
- Q & A Session

**For Training Providers:**

- What is HRD Corp Claimable Course
- How to submit course registration
- How to attend query HRD Corp Claimable Course
- How to submit claim HRD Corp Claimable Course
- How to attend claim query HRD Corp Claimable Course
- Q & A Session



**Presented by: Webhelp Malaysia Sdn Bhd**

CCAM's first Knowledge Enhancement Visit of 2023 commenced with a presentation from Webhelp Malaysia Sdn. Bhd., the team that won the following awards at CCAM's 23rd Annual Industry Excellence Awards Ceremony in 2022:

- Best Use of Automation in a Contact Centre – Silver
- Best Outbound Contact Centre: Outsourced Outbound – Gold
- Best Outsourced Inbound Contact Centre: Large (Above 200 Seats) – Gold

We were joined by Sunita Soyza, Kumanan Parimalam, Rey Tan and Justin Mok who took us through Webhelp's strategies that drove them to be award winners. CCAM Members can look forward to more of these knowledge enhancement visits as we move through the year.

This session featured Chiew Sin Kwang, Head of Digital Transformation of Daythree and Paige Goh, Chief Executive Officer of CX One in conversation with Andrew Antal, Regional CMO of Talkdesk Asia Pacific. Conversations arose on how to adopt, operationalize, and drive value from AI through proven use cases that involve low-effort implementation and result in an immediate impact on cost savings and customer experience. We'll discuss how to:

- Form a strategic vision for AI that addresses the business outcomes you need.
- Incorporate AI into your everyday operations for a faster and more frictionless customer experience.
- Predict and prepare for customers' future needs to make customer journeys more efficient.
- Empower agents by providing answers at their fingertips to resolve issues quickly.
- Do more with less by lowering your cost per contact while increasing customer self-service rates.

Attendees were then given a demonstration of the leading tools for self-service, automation, insights, and real-time Agent Assist and Knowledge Management to serve your customers better than ever before.

## From the desk of the ED

Manju Thavamoney



Dear friends of CCAM and the Industry,

Can you believe it's already April? It feels like just yesterday we were ringing in the new year! As we settle into the back-to-the-office or hybrid environment, things are definitely starting to heat up.

So, what has your organization been up to? We hope you're keeping busy and staying ahead of the game.

As you may know, 2023 is an exciting year for CCAM as it's an election year! The AGM will be held in May, and we invite you to come and join us to be a part of this important event. Watch out for the invites soon.

Speaking of events, we recently completed two virtual 'Hear it from the Champions' events, exclusively for our members. We hope you had the opportunity to participate and enjoyed the insights shared by our guest speakers.

In other news, have you heard about the 2023 Industry Excellence Awards? This is your chance to showcase your organization and employees on a national level and compete for a chance to participate in the CC-APAC regional awards. Don't miss out on this incredible opportunity to be recognized!

We are also excited to announce that the National Contact Centre Conference is returning on 21st June. Be sure to mark your calendars and keep a lookout for more details coming soon.

At CCAM, we take professional development seriously and are proud to offer training that is claimable via HRDC. Upskill your employees today and visit our website to find out more.

Last but not least, we want to make sure you're up-to-date with all the latest CCAM news and events. If you're not receiving our emails, please reach out to us and let us know.

Thanks for reading and stay tuned for more exciting updates from CCAM!



## Spotlight on Previous Year Award Winner Presented by: Daythree Business Services

The session presented by Daythree Business Services featured speakers Chiew Sin Kwang, Vishnu Naidu, Kulwant Singh, Joma Paul and Sreenivasar Krisna as they took us through their experiences in CCAM's Annual Industry Excellence Awards in 2022. It was a very thorough and well thought out presentation that gave attendees a practical guide on how to navigate the awards process.

Awards won by Daythree Business Services in 2022 are as follows:

- Best New Contact Centre Project: Outsourced Inbound – Gold
- Best Data Security Practices in a Contact Centre – Gold
- Best Use of Data Analytics in a Contact Centre – Silver
- Best Outbound Contact Centre: Outsourced Outbound – Silver