

CCAM NEWSLETTER

Oct 19, 2022 / Vol 06

Greetings from CCAM!

We have just finished the third quarter of the year and are now officially in the final quarter, and what a year it has been! It seems that we are finally out of lockdown and the nation is slowly getting the hang of this new hybrid working environment. Out on the streets, the traffic has returned to what it was before the lockdown, though I don't know if that's a good thing.

This last quarter saw many exciting things for the industry, including the launch of Malaysia Digital by MDEC and MSC and the rebranding of Outsourcing Malaysia (OM) to Digital Global Business Services Council Malaysia, or in short GBS Malaysia. These Government and industry driven efforts will I'm sure create more opportunities for us as an industry to expand our reach globally.

At CCAM, it has been yet another exciting and busy quarter! We had the Merdeka Virtual Run which saw over 200 participants from various organisations. It was wonderful to see our members encouraging healthy activities among their employees. Bravo to those who finished the 20 kilometres.

Early in September we held a very exclusive networking event which saw the distribution and presentation of the latest COPC Industry Report, and which brought together the top minds in the industry for an informal evening of connection and great discussions. Then, on the 30th of September, we held the long-awaited 23rd Annual Industry Excellence Award Dinner at the Le Meridien Hotel in Petaling Jaya. This year, organisations could participate in a different way, by submitting performances from among their employees.

Congratulations to the award winners and the performers. I'm proud to come from such a multi-talented industry.

In the next few months, before we close out the year, CCAM will run our biggest annual event, the CX Summit. Please block your calendars for the 16th and 17th of November 2022. CCAM looks forward to seeing many of you join us at the Sheraton Hotel in Petaling Jaya on these dates. It will be a grand event to be sure.

From the bottom of my heart, thank you all for your support of the Association and of the industry as we all continue to evolve and to grow.



Instead of being a story of bloodshed, Malaya's independence from British rule is a story of good politics and cooperation. Led by the first Prime Minister of Malaysia, Tunku Abdul Rahman along with a delegation including Tun Dato' Sri Tan Cheng Lok, President of the Malaysian Chinese Association and Tun V.T. Sambanthan, President of the Malaysian Indian Congress headed to the United Kingdom to negotiate independence from the British Empire.

Although the announcement of the day was set in February 1957, it wasn't until the stroke of midnight on the 31st of August 1957 that the Union Jack was lowered, and God Save the Queen was played for the last time in a public event in Malaysia. At 9:30am in Merdeka Square on the 31st of August 1957, Tunku Abdul Rahman read the Proclamation of Independence and did the 'Merdeka' calls for the first time in history.

Merdeka! Merdeka! Merdeka!

Raymond Devadass
President

The Next Phase of Service Excellence: Employee Experience



As the Malaysian industry moves into the next phase of service excellence, it is essential to look at some of the basic building blocks of the industry. Since employees are fundamental to organizational success, I thought of writing you about the changes we see in workforce management across the industry.

In our recent research, 42% of South-East Asia respondents said they are unlikely to continue with their current organization over the next 12 months. The percentage of people unlikely to continue with their organization is concerning for two reasons.

1. It is 10% higher than the global average and higher than other regions
2. The percentage increased by 5% from the previous year (37%)

We know that working in a contact centre is challenging. The odd hours, the tight schedules, the relentless pressure for performance, and the monotony of work can all lead to staff becoming worn out. In addition, the uncertainty of working from the office versus from home has made things more challenging for employees and their leaders.

Critical Challenges in Managing People

The influx of technology in contact centres has led to a great deal of change in hiring, training, and management practices over the past year. From using tech for informed decision-making during hiring to gamification in training and improving the learning experience or simply having a better data management system, technology is changing how we manage people.

Even with the tech-related improvements, leaders report having inadequate headcount and staff turnover as significant problems. More than half of executives globally cited recruiting, hiring, training and development issues as top challenges for their organization.

Dr. Shreekant Vijaykar
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What are companies doing for employee success?

Our research shows that driving employee engagement and success are central topics for CXOs worldwide. Here are three recommendations for improvement:

• Focus on the hiring experience

Contact centres realize that candidates encounter their brand for the first time while going through the hiring process. If the experience is good, they become brand ambassadors, irrespective of the result of the process. With these insights, organizations are expediting the hiring process and making it as effortless as possible, sometimes completing it in as little as one day.

• Align training with the job role

Companies use tools like Kahoot! for quizzes and Knowmax for visual guides to make learning fun and engaging. Organizations are increasingly harnessing the power of tech by using simulation in process training and self-guided bot-based training with avatars.

• Focus on the health and well-being of staff to increase engagement

One-fourth of surveyed employees report not getting formal reviews, or the frequency is less than once a quarter. This percentage is three times less than the frequency executives think coaching occurs. Coaching and performance reviews are crucial, especially in distributed workspaces, and they are proven to drive higher employee engagement.

In a recent survey, nearly 60% of respondents said they have started providing access to mental health counselling, support, and training for their staff in the last year.

In summary, enhancing the hiring experience, using more tech in training, and aligning it to the job while increasing employee communication and support are some actions organizations are taking for a long-term impact on employee success.

SPOTLIGHT ON THE CCAM EXCO

Norhana Nawawi Suri, or better known among us as Hana joined Pharmaniaga as the Customer Care General Manager in 2015. Prior to this, Hana's educational background and work experience was in pharmaceuticals. It is due to this background that Hana's long-time friend persuaded her to take on the role at Pharmaniaga, an eventuality that took two years to materialise. Pharmaniaga is the organisation responsible to supplying medical supplies and equipment to 1300 government clinics and hospitals around the country. Hana's background meant that she would be able to communicate with Pharmaniaga's 'customers' in their own language and jargon.

It has now been seven years since Hana commenced her current role. She has stayed because of the positive working environment, and a culture of doing things right the first time. According to Hana, once this culture exists in an organisation, there is respect for the opinion of others, and improvement follows soon after. Their determination and high values paid off as Pharmaniaga is currently one of six companies in Malaysia that has achieved ISO certification. The certification process was not one that Hana was familiar with, but they were coached by SIRIM throughout the audit which took three months. Apart from that, they have also won the CXP Asia award for Best Contact Centre. According to a survey sent to the customers for this award, Pharmaniaga ranks above industry average. This is no mean feat for a team of 20 people working to support 6000 customers, 80% of which comes from the government sector. In fact, it was only in the last two years that the Pharmaniaga Customer Care centre began supporting the private sector.

Hana believes that in building one's career, it is important to have mentors. Her move to Pharmaniaga was due to the advice of someone she deems a mentor and a friend, and it was this person who taught Hana how to navigate this highly regulated industry. A mentor can exhilarate the growth of one's level of knowledge. Another mentor who Hana learned a lot from is Dato' Farshila, former Managing Director of Pharmaniaga who turned the company around in terms of performance and efficiency. She taught Hana that it is important for leaders to listen and learn from their staff. It is worth noting that although Dato' Farshila achieved a lot of things for Pharmaniaga, she in fact did not have a medical background.

In her seven years at Pharmaniaga, there was one call that has stuck to Hana's mind. It was one she received during the COVID pandemic from a lay person who wanted to know about pharmaceutical regulations. It took an hour for Hana to explain things including the conditional approval of vaccines, and the regulations and procedures surrounding the procurement of these vaccines.



Norhana Nawawi Suri
*Customer Care General
Manager*
Pharmaniaga



Raj Chaudhuri
*Vice President, CFN, GCBEN,
Global Services Group,*
American Express

Raj started his career in the hotel industry which is where he developed his love for customer service and leaving indelible impressions on the customers. He believes that in today's digital world, the ability to deepen customer relationships makes all the difference between "Good," and "Great," services and the contact centre industry provides millions of opportunities daily to reinforce this ethos in backing the customers. It is this exciting daily challenge that has kept him going all these years.

In his 20+ years of corporate life, Raj has had the opportunity to work with lots of leaders and has learnt from each one to them. Every leader brings their own strengths, and it is upon each individual to absorb the ones that they identify with the most. If there is one advice that Raj could give, it is to always have honest and frank conversations with your leaders about your career and development opportunities.

To Raj, stress is simply a fact of life but there are things that we can do to alleviate the impact it has on ourselves. Firstly, we need to try to create a boundary between personal and professional time during the day. Secondly, we need to find something to do outside of work like exercising, reading or listening to music. Raj tries to take some long walks and to talk to family and friends during his time away from work as these activities help him take his mind off work stress. His reminds us all that a healthy mind leads to a healthier life.

A big thank you to our partners from Freshworks for running this webinar where they discussed changes in the customer experience landscape and how organisations could navigate these changes. It was an insightful discussion that featured speakers from Freshworks, Webhelp and Sutherland Global Services. If you missed out, you could watch the recording [HERE](#).



Creating Loyalty Through Effortless Customer Experience

Date : 25th August 2022

Time : 3:30pm - 4:30pm



High Level Networking Event

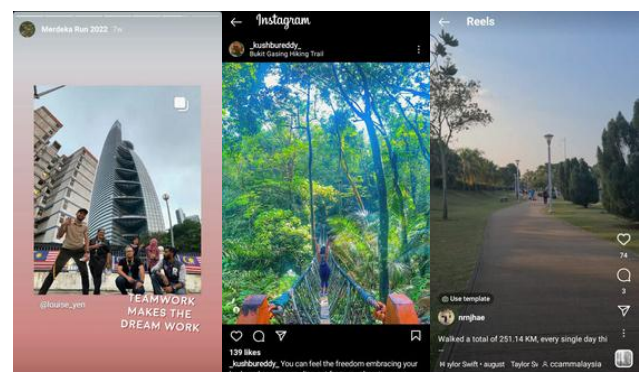
As a precursor to the upcoming CX Summit, CCAM held an invite only event which brought together high-level executives from member organisations for an evening together. Guests were presented with the latest COPC Report and had the opportunity to ask questions from the COPC representatives in a casual setting overlooking the Petaling Jaya skyline.

Knowledge Partner: Industry Partner: Gold Partners: Technology Partner: Associate Partner:	
HEAR IT FROM THE CHAMPIONS 2022! 14th JULY 2022 4 PM - 5 PM	
Corporate Category: TDCX Winner for Best Digital Innovation Award AMEX (MY) Sdn. Bhd Winner for Best In House Inbound Contact Centre	
Individual Category Aspire Services Sdn.Bhd Gold Winner. Shoba Tawamany Best Contact Centre Trainer AIA Bhd Silver Winner. Harshini Rajamani Best Contact Centre Trainer Webhelp (MY) Sdn.Bhd Gold Winner. Sanita Soyza Best Contact Centre Head	
Special session conducted by: Irine Lopez Moderator -Chief Judge 2019 S.Thilakavathi Awards Chair 2022 Mary Nair Chief Judge 2021	
REGISTER TODAY!	

Hear It From The Champions 2022

In order to even the playing field, CCAM held a webinar especially for those who are participating in this year's Annual Industry Excellence Award, or those who would like to participate in the future. Among the takeaways include, making sure that you prepare your own content including your slides and submissions, the writing part prepares you for your interview, always review your answers before sending them in, start your process early, and above all, practice, practice, practice! If your organisation is participating in the future, it's a good idea to get some tips from these winners. Click [HERE](#) to read more.

A huge congratulations to those of you who participated in this year's Merdeka Run. We chose to keep it virtual so that you could do it at your own pace and we were so impressed to see that over 200 of you participated. We look forward to having more such events in the future and to having you all join us again.

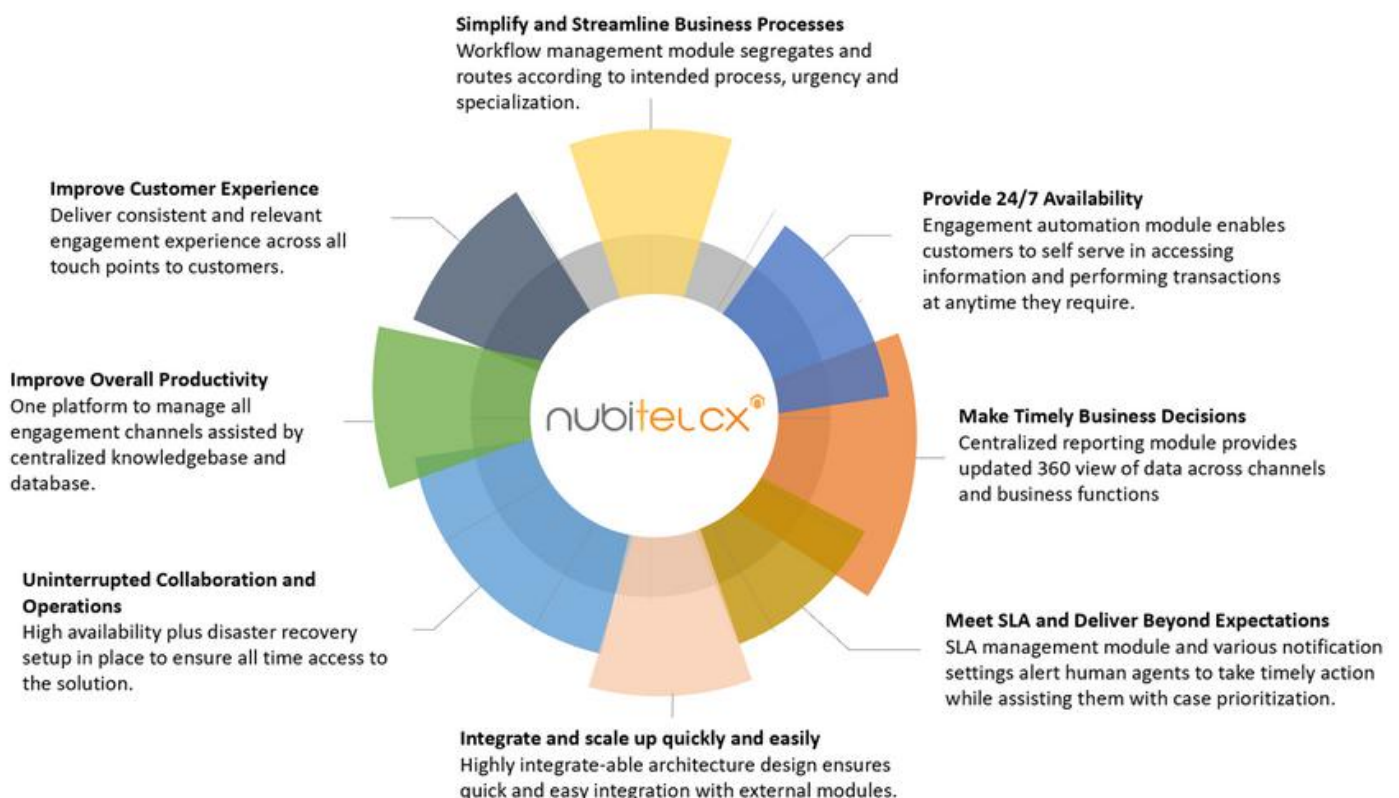


Founded in 2000, Microtel Technology is a leading provider of customer engagement solutions in Malaysia. With a combined experience of more than 30 years in this field, the solution team of Microtel consists of business and engineering specialists who can deliver the most cost and performance effective solutions to cater to your every business need. Our next generation solutions are powering millions of interactions yearly across communication channels, business functions and industries.

Industries we are serving include highly regulated sectors like banking, insurance, healthcare, and digital payment services. Our team of dedicated specialists are experienced in customer engagement processes and equipped with the required certifications to deliver solutions that meet your customer engagement and industry compliance requirements.



Our suite of customer engagement solutions under the brand of Nubitel CX consists of an engagement automation system, an omnichannel contact center system, and a customer relationship management (CRM) system. Engagement management starts with automating what is most monotonous and straight forward to complete, using our engagement automation system. Higher value and more complex interactions will be escalated to human service agents via our omnichannel contact center system that is designed to consolidate engagements across channels while ensuring internal escalations and collaboration happen seamlessly to support the committed SLAs. The integrated CRM system provides a 360 view of customers and their engagement histories to assist your human service agents in profiling and understanding the needs of your customers to best manage every engagement. The built-in knowledge base and workflow management mechanisms will enable your human service agents in delivering relevant and consistent engagement experience to your customers regardless of channel and topic of interaction.



CX
Summit
2022

"Customer Experience - The Return, The Reshuffle"

The Sheraton, PJ
16 - 17 November 2022

Brought to you by:



CX Summit Platinum Partners



Knowledge Partner



CX Summit Gold Partners



CX Summit Silver Partners



CX Summit Showcase Partner



Technology Partner



Gold Partners



Associate Partner



Industry Partner



We are getting ready for the biggest CX Summit in the region.

Themed "Customer Experience - The Return, The Reshuffle", this year's Summit is going to be bigger & better than ever.

We have top notch speakers, great thought-leadership, real case studies, interactive sessions, showcase of latest innovation and business networking opportunities. In addition, we have some of the finest global brands stepping forward to partner CCAM for this year's CX Summit.

Have you registered for CX Summit 2022? Please do so now.

A not to be missed engagement.

For more information, click [HERE](https://www.ccam.org.my).

www.ccam.org.my



The call centre is one of the industries with higher turnover rates. On average, one in four call centre agents leaves their positions each year. That means investing lots of time and effort in agent onboarding and training.

Implementing the right processes can save the company a considerable amount of money. This article gives guidance on the call centre agent onboarding process, as well as free resources with additional insights and strategies.

Seven insights on call centre agent onboarding

Below, you will find seven insights on how to optimise agent onboarding and training processes, with additional resources to dig deeper into each topic.

1. Soft skills and personality traits are more important than technical skills.

Click [HERE](#) for more.

2. Listening skills are essential for your agents.

Click [HERE](#) for more.

3. Building a process will help agents to deal with angry customers.

Click [HERE](#) for more.

4. Training new agents is easier with an intelligent knowledge base.

Click [HERE](#) for more.

5. Virtual agent assistants help agents to reach their full potential.

Click [HERE](#) for more.

6. Gamification steps up the onboarding process and inspires agents to increase productivity.

Click [HERE](#) for more.

7. Focusing on agent engagement will pay off later.

Click [HERE](#) for more.



Concluding thoughts on call centre agent onboarding and training.

Many companies are embracing the benefits of self-service and automation, artificial intelligence (AI), and digital engagement to meet customer demands and expectations. However, technology isn't the only determining factor for the level of service or customer satisfaction—human interaction is also crucial.

While ignoring the technology potential for agent engagement and centralizing all digital transformation investments in customer-facing tools, most organizations are losing the opportunity to compete in the high-stakes labor market and create a superior all-around experience.

Read more about using technology to improve agent engagement in the ebook written in partnership with Blake Morgan, customer experience keynote speaker, and best-selling author. This ebook explores:

- How the contact centre employee experience impacts your CX.
- Why customer experience is more challenging and important than ever.
- Key strategies to solve CX challenges around employee experience, AI and automation, and self-service.



GrabForBusiness is a leading SaaS platform that enables companies to improve productivity, boost employee morale, and engage customers through a host of diverse services and features within the platform. The platform allows companies to add employees to their account, allowing them to easily tag expenses as business bookings on the same Grab app.

For better control and transparency, company can set policies to determine what, when, and how much employees are allowed to spend with GrabForBusiness. All transaction details can be seen in real-time right from our unified Portal for easy validation of costs.

Did you know that Grab also offers gifting service through our GrabGifts e-voucher? The new GrabGifts voucher can be redeemed across Grab's services (be it for Car, Food, Mart, or Express) and is perfect for every business occasion. Companies can buy GrabGifts in bulk to reward employees for a job well done or give a boost to their next marketing campaign. Come and join us to learn more about how GrabforBusiness can benefit your company in the upcoming webinar!



2021 Winner: Best In-House Inbound Contact Centre Above 100 Seats

Fidya Saleh, the Head of Customer Contact, AIA Berhad took us through an insightful look through their contact centre, especially how they managed during the time of the pandemic. It was truly an enlightening conversation that saw many questions from those attending this online event. We are sure that those who are thinking of participating in the Awards next year found this to be an invaluable exchange.

From the desk of the ED



Manju Thavamoney

The Secretariat Team had our hands full this quarter and foresee this to continue till the end of November or early December. Having completed AGM and National Contact Centre conference in the last week of June, we started work on the Awards Gala Dinner, Business Networking event, and the CX Summit.

As a prelude to CX Summit 2022, CCAM invited a group of members and sponsors to a networking event which also saw COPC deliver an overview of the recent CCAM Industry Research. It was a pleasant and well-received event with people catching up about the industry.

30th September saw the culmination of months of preparation for the CCAM Award recognition. What an electrifying night it was! The ballroom at Le Meridien was packed with 400 guests who had a great time, either receiving awards or meeting up with friends after a long time. This year, CCAM procured a new judging portal which was designed to our needs. The awards judges had good reviews on the ease of use too.

We now look forward to the major year-end event not to be missed – CX Summit on 16 & 17 November. For those who have yet to register, please contact me at manju@ccam.org.my or ccam_secretariat@ccam.org.my

We are currently also working on the calendar of events for 2023 which will be shared with the members in December and in our next newsletter in January 2023.

Till then, take care and stay safe.