

# MAKING CONNECTIONS

## Quarterly news update



01 EDITION

JUNE 2021

## President's Message

Welcome to Our Inaugural Issue

Dear Members,

Welcome to the first issue of Making Connections, a quarterly newsletter for CCAM Members, and others interested in the business of taking care of customers. I am very excited to launch this newsletter which will inform, and hopefully inspire you quarterly with the latest news and updates from the industry.

It has been a wish of mine for some time now that we launch a newsletter seeing most of us are busy and may not have the luxury to visit the CCAM website or social media pages. It's finally here! Kudos to the team at CCAM led by Manju! The team at CCAM have created this newsletter that allows for quick and easy reading, bringing key highlights that would be of interest to you.

In the past 15 months since the very first MCO, the team at CCAM have been working tirelessly, and very differently to continue to reach out to the membership. We brought to your screens many webinars and training programs. We even had our very first virtual industry awards ceremony which was a huge success. We have also been actively engaging with MDEC and the relevant industry bodies to assist in policy formulation and execution. Rest assured, many more initiatives and activities are coming your way, with some listed in this newsletter, and I look forward to your continued active participation.

To make this newsletter even more interesting and relevant, I invite you to share industry-related articles that the team can publish in the coming editions. I strongly urge you to get involved, participate and contribute, as, this Association is all about you!

We also want this newsletter to be valuable for you so please, please share your feedback and suggestions to help us improve.

Till the next publication, keep safe and healthy!

*Raymond Devadass*  
President of CCAM



In May, we had two important festivals. Selamat Hari Raya Aidil Fitri to all our Muslim members and Happy Wesak to our Buddhist friends. This is the second year running where we celebrate these festivals in the new norm. Despite the pandemic and restricted movement controls, we hope that you have had a meaningful celebration together with your loved ones.



The government's announcement of FMCO 3.0 comes amidst another wave of increase in the number of Covid19 cases. There have been many studies that show that the Covid19 will still be among us for a while longer, thus, let's take precautions to protect ourselves and those around us. Remember to observe these basic SOPs;

- Wear your face masks properly and double masking is encouraged
- Keep the physical distance of one metre
- Follow the 20-sec rule when washing your hands,
- Sanitise when washing hands is not possible
- Most importantly, be responsible in your actions



Kementerian Kesihatan Malaysia and Jawatankuasa Khas Jaminan Akses Bekalan Vaksin COVID-19 (JKJAV) are steadfast in their mission to safeguard all of us from this terrifying pandemic. In line with their effort, CCAM would like to encourage all our members to register for the vaccine to keep ourselves and our close ones safe; **Jaga Diri, Jaga Semua!**

# CCAM in collaboration with COPC



## COPC® Best Practices for Quality Management (BPQM) Training

Did you know that CCAM in collaboration with COPC, our Knowledge Partner, has launched the monthly training series? If you are interested to upskill yourselves or your team members, please visit the COPC page by clicking Knowledge Partner on our website, [www.ccam.com.my](http://www.ccam.com.my). You can find the availability of these training for you and your team for the coming months.

## 2020 INDUSTRY EXCELLENCE AWARDS



The 2020 post-awards webinar was held on 19 January. Sixty-four members attended, wanting to hear from the Awards judges and Awards chairperson on what went well and what could have been done better. 2020 saw the awards on a 100% virtual standing which went well and we are eager to improve this for a better experience in 2021.

## Microsoft's Modern Work & Security Virtual Summit

Empowering Your Workforce for Successful Business Continuity



Together with our Associate Partner, Microsoft, we brought you a webinar in March titled "Delivering a Seamless Customer Service in the New Normal". Look out for the next webinar on "Microsoft's Modern Work & Security" coming your way on 15 June 2021. You have a choice to select your preferred track too. Visit our website, choose Associate Partnership, and select Microsoft.



## 2021 INDUSTRY EXCELLENCE AWARDS



## INNOVATE YOUR CX WITH CONTACT CENTER MODERNIZATION

25 March 2021  
1130am SGT

Yet, another webinar event that took place on 25 March 2021, was in collaboration with AWS, another of our Associate Partner, titled CX with Contact Centre Modernization.

The CCAM Industry Excellence Awards that most of us look out for every year is here. The awards process will take place from June and end with the gala presentation in October 2021.

It will kick off with the pre-awards briefing this month. A webinar has been planned where you will get to hear from some of the past winners. Get ready for the opportunity to ask pertinent questions from these past champions. Look out for emails and links that will be coming your way to guide you through your winning process. Alternatively, log in to our website, [www.ccam.com.my](http://www.ccam.com.my) for more details. You may contact the Awards Secretariat via email [awards2021@ccam.com.my](mailto:awards2021@ccam.com.my) for any questions regarding the Industry Excellence Awards.



Two exciting virtual fun activities are coming your way.

A virtual Charity Run is planned for July. Registration starts on 15 June. This run is to support ACP – Autism Café Project. The Autism Cafe Project Malaysia provides space and opportunity for autistic youths to learn a skill and lead a regular life. Visit their FB page <https://www.facebook.com/Autismcafeproject/> to know more about this organisation. Run or walk at your own pace around your residential area and submit your run completion. Hashtag #CCAMCharityRun2021. So, calling all you fitness enthusiast or those aspiring to be, come, participate and do your bit for the less fortunate at the same time.

To all avid hunters, a virtual Treasure Hunt is in the books for September. Look out for more details closer to the date.

Some of you will remember the Knowledge Enhancement Tours that CCAM used to run some years back. Yes, we are bringing them back although this time, it will be virtual tours. Discussions are ongoing for these virtual tours within our country as well as we hope to be able to cross borders virtually to those Contact Centres within the region. You will hear more once we have these firmed up.



“Making Connections”, role-specific virtual round table discussions are in the pipeline. Teams like Quality, WFM, Team Leads will have an avenue to engage with your peers from other contact centres. Look out for more updates soon.



One very important event coming up at the end of June is the **2021 Annual General Meeting**. 2021 is an election year, where a set of committee members will be nominated and voted to lead CCAM for the next two years. And yes, it will be a virtual AGM so, you can join in from the comfort of your home or office. We hope to see many of you attending the AGM.



*Manju Thavamoney*

## From the Desk of the ED...

Dear members,

Without batting an eyelid, June is now upon us; six months into the year! For many of us, it's time to do our midyear reviews already. Albeit the many obstacles in the current pandemic, CCAM has managed to keep things running and is planning many more exciting events. The next six months are packed with activities. Please do keep a lookout for the notices.

I hope you have enjoyed reading this newsletter which has been purposely portioned into bite-size reading.

To make this newsletter much more relevant and enjoyable, we want you to contribute articles, share pictures with captions, just about anything in our industry, to make this newsletter as much yours as it is CCAM's.

If you have input or suggestions to improve what CCAM is doing, we would love to hear from you. Please reach out to me at [manju@ccam.com.my](mailto:manju@ccam.com.my)

Till the next newsletter, stay safe, follow SOPs, and keep healthy!

Knowledge Partner



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