



MAKING CONNECTIONS

www.ccam.org.my

PRESIDENT'S FOREWORD

Dear CCAM members,

As 2024 draws to a close, I would like to express my deepest gratitude for the unwavering support from all of you – members, associates, sponsors, partners and friends of CCAM. It is with your continued commitment that we have had such an exceptional year.

We kicked off 2024 with the launch of CCAM's 25th Silver Jubilee! The theme, "CCAM25 – Reflecting the Past, Shaping the Future," which resonates deeply as we reflect on the extraordinary journey CCAM has taken and look forward to the many opportunities ahead.

CCAM's annual calendar was packed with key events, starting with the National Contact Centre Conference (NCCC), held in May. This one-day event saw over 400 delegates listening attentively to industry leaders from both local and abroad.

This was followed by the CCAM Industry Excellence Awards which was graced by YB Tuan Gobind Singh Deo, Minister of Digital. As part of our Silver Jubilee celebrations, CCAM inducted eight industry giants into our Hall of Fame, celebrating them as "Legends of the Industry".

In between, we had numerous members' visits and also some fun activities enthusiastically participated by our members' agents and leaders. Together with specialised COPC training sessions, these activities play a vital role in fostering knowledge sharing and building connections essential to our collective success.

The highlight of the year was CCAM's signature two-day CX Summit, which featured an impressive lineup of esteemed international and local speakers, celebrated for their expertise in customer experience. Even more significantly was the launch of CX Malaysia, a groundbreaking milestone for the industry as this initiative establishes a dedicated platform for CX professionals to collaborate, exchange insights, and elevate customer experience and engagement standards across the nation.

Over the past quarter-century, CCAM has played a pivotal role in shaping the landscape of CX management. From our humble beginnings, we have grown into a respected community of professionals, leaders, and innovators, all committed to driving excellence in CX across various industries.

To ensure continuous growth of highly qualified Customer Experience workforce, through the collaboration between CCAM and COPC Inc. (a global leader in operation performance excellence and certification), the industry now has close to 300 professionals certified in the Best Practice for Customer Experience Operations (BPCXO) Leaders program to date. In 2025, we aim to achieve the target of 500 professionals.

Within the region, we played a key role in CC-APAC as the secretariat for 2024. During this term, the alliance welcomed two new members: BACCO from Bangladesh and CCNNZ from New Zealand. This now 10-member strong alliance will continue to grow, driven by monthly forums for sharing industry knowledge and best practices, conferences, and collaborative participation in cross-country award judging.

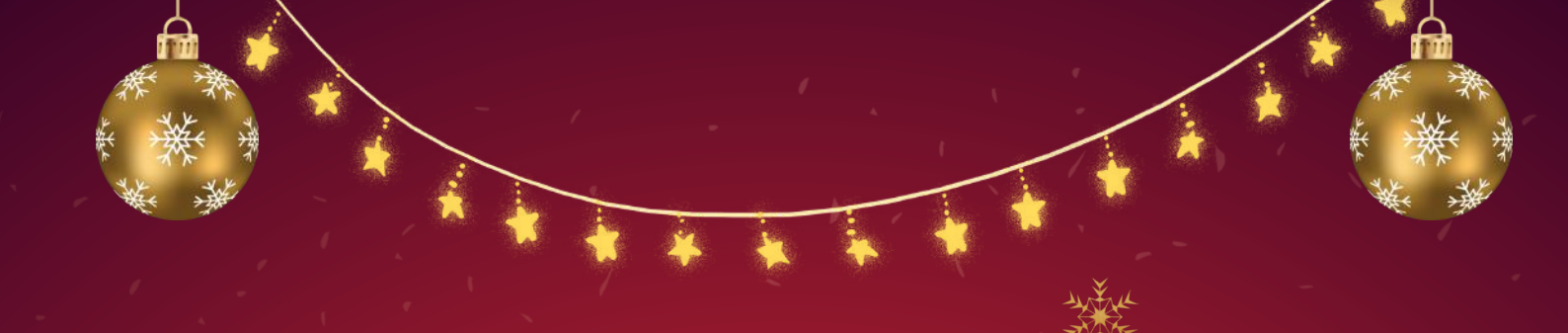
10 CCAM Awards winners had the opportunity to represent Malaysia in the 2024 CC-APAC Awards, held in October 2024, in Singapore.

This is the future we are shaping, building on the foundation of past experiences and successes, while adapting to the ongoing technological revolution, evolving market dynamics, and rapidly changing consumer behaviours.

As we look ahead to 2025, we are excited about the activities and initiatives planned for the year. Your support is invaluable, and I encourage you to actively engage with CCAM by participating in our upcoming events, sharing your insights, and contributing to the ongoing success of our industry.

Once again, thank you for your dedication and commitment to CCAM. On behalf of the Executive Committee, I extend our warmest greetings for the season and wish you a prosperous New Year.





CCAM EVENTS



27 February
CC-APAC (HKCCA Visit)

29 February
CNY Networking



2 March
Escape Room & Bomb Battle

16 March
CSR - HOPE Worldwide Food distribution

17 - 18 April
Sponsor Led Roundtable Engagement

22 April
Hari Raya Networking

14 May
Annual General Meeting (AGM)

20 May
Sponsor Led Roundtable Engagement

21 May
**National Contact Centre
Conference (NCCC)**

12 July
Annual General Meeting (AGM)

15 August
Sponsor Led Roundtable Engagement

27 September
Industry Excellence Awards & Gala Dinner



8 & 21 October
CC-APAC (ICCA Visit)

15 October
Sponsor Led Roundtable Engagement

25 October
CC-APAC Regional Awards (Singapore)

13 - 14 November
CX Summit

15 November
Sponsor Led Roundtable Engagement

14 December
Bowling Tournament



2024 HIGHLIGHTS



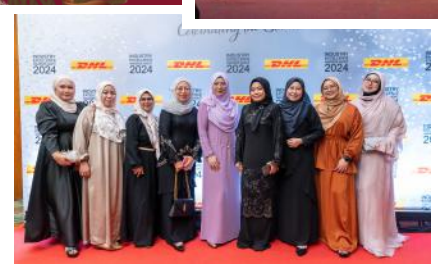
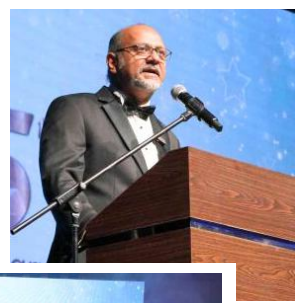
Chinese New Year & Hari Raya Puasa

2024 HIGHLIGHTS

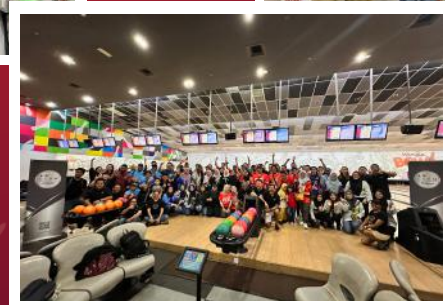


CX Summit & National Contact Centre Conference (NCCC)

2024 HIGHLIGHTS



Industry Excellence Awards 2024



Escape Room and Bomb battle & CCAM Bowling Tournament

2024 HIGHLIGHTS



Members Visit



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As we close out this year, we want to extend our heartfelt thanks for your incredible support. It's been an exciting journey, and we're thrilled to have you with us.

Stay tuned—big things are on the horizon for 2025!

We can't wait to share what's coming up next. Watch this space for exciting updates and new opportunities to connect!

Here's to an even brighter year ahead!

*Merry
Christmas*
AND HAPPY NEW YEAR

May this Christmas season bring all the jingly,
jolly joy to your family and friends.

