

MAKING CONNECTIONS

CCAM NEWSLETTER - VOL 13

www.ccam.org.my

Building with Purpose

Industry Excellence
Awards Launch

CX Malaysia
Highlights

Wednesday, 29 April 2026

ABOUT CCAM

The Contact Centre Association of Malaysia (CCAM) was inaugurated in September 1999. Since then, it has been at the forefront of developing the local CRM and contact centre industry in Malaysia. It serves as a strategic think-tank, an educational platform, and a progressive establishment dedicated to continuously elevating the caliber of industry professionals. CCAM operates out of its headquarters in Kelana Jaya.

At its core, CCAM is focused on creating meaningful membership value, driving industry development, and contributing to nation building. These pillars guide its initiatives and reinforce its role as a key enabler in shaping Malaysia's customer experience and contact centre landscape.

Malaysia possesses admirable infrastructure, a strong economic environment, an affordable yet high-value human resource base, a stable socio-political climate, robust government initiatives, and a host of customized investment incentives—positioning it as one of the most attractive global hubs in the region.

In its efforts to further elevate the Malaysian industry and strengthen capabilities across the ecosystem, CCAM has embarked on an exciting roadmap to advance the industry into its next phase. This includes empowering its members to become globally competitive through a series of skills enhancement, certification, and knowledge development programmes.

The primary aim of CCAM is to deliver tangible benefits to its members across areas such as professional development, research and innovation, statistical insights, and Malaysia-specific growth resources—ensuring sustained progress for both the industry and the nation.



Message from CCAM President



Vigneswaran Sivalingam
President of CCAM

Building with Purpose - Towards 2030

2026 is a special year for the Contact Centre Association of Malaysia (CCAM).

As we guide a three-decade-old industry into what is arguably its most defining phase, we recognise that transformation today is not just about technology. Leveraging digital innovation and rapidly advancing AI capabilities - while strengthening future skills in what remains a people-led industry - requires leadership, clarity of purpose, and collective commitment.

Between now and 2030, the contact centre industry will take on a new form and shape, not only in Malaysia but globally. The concept of Agentic-AI-enabled contact centres is no longer theoretical. At the same time, we are already seeing professionals across our ecosystem stepping into higher-value roles - designing, building, and delivering experiences that go far beyond traditional service delivery.

In this environment, CCAM's role extends beyond membership value. As the national industry association, we carry a shared responsibility to support industry development and contribute meaningfully to nation-building efforts. Our commitment remains clear: to keep Malaysia's contact centre ecosystem connected to transformation, aligned with global best practices, and positioned to create greater value for organisations and customers alike.

For CCAM, this is not simply another year on the calendar.

2026 is the year we intentionally set the stage for what our industry can become by 2030.

Over the years, our industry has evolved significantly - from cost centres to value creators, from answering calls to shaping experiences, and from back-office operations to strategic boardroom conversations. While we can be proud of this progress, it is momentum - guided by vision and action - that will define what comes next.

One important step forward is the strengthening of Customer Experience leadership through CX Malaysia, now established as a dedicated Chapter of CCAM. Through this platform, we are positioning CX beyond metrics and service interactions, elevating its role across leadership, culture, design, technology, and trust.

At the regional level, Malaysia is honoured to host the CC-APAC Awards & Symposium this November. This is more than a milestone event. It signals Malaysia's readiness to collaborate, contribute, and lead within the broader APAC contact centre community.

At the national level, CCAM is also expanding its focus to support SMEs and the Public Sector more intentionally - ensuring that world-class service practices and CX capabilities remain accessible, practical, and scalable for organisations of all sizes.

Talent development continues to sit at the centre of our priorities. Together with Talent Corporation and HRD Corp, we are relaunching the "Learning Exchange (LEX)" initiative to connect industry needs with trusted partnerships and help equip today's workforce with skills that will remain relevant tomorrow.

Complementing this effort is the introduction of the DIGITAL CX Marketplace, which will create greater visibility and access to emerging CX, AI, and Digital solutions - strengthening confidence and accelerating responsible innovation across the industry.

At the same time, CCAM remains committed to working closely with the Government of Malaysia in supporting the nation's Digital Economy ambitions and its aspiration to become an AI Nation by 2030. We see Contact Centres and Customer Experience playing an increasingly important role within this national agenda - as platforms where technology, talent, and trust come together to shape how organisations engage citizens and customers in the digital age. As transformation accelerates, our industry is uniquely positioned to contribute meaningfully to Malaysia's progress as a competitive, service-driven digital economy.

In the coming months, members can also look forward to several important milestones. The 2026 Industry Excellence Awards (IEA) will recognise organisations and teams that continue to raise standards across the sector. Our first-of-its-kind Industry State of Business research will establish a meaningful baseline to guide progress towards 2030. And on 12th May, the National Contact Centre Conference (NCCC) will return as a key platform to explore the future direction of our industry together.

All these initiatives reflect a shared belief that the next wave of innovation and excellence does not happen by chance. It is designed.

2026 represents a year of momentum for CCAM - a year to move forward with purpose, strengthen collaboration across the ecosystem, and shape the future of our industry with confidence.

Together, we are not simply preparing for what lies ahead.

We are building it - collectively on the journey towards 2030 and beyond.






Q1-2026 EVENTS

WHY DATA LEAKAGE AND FRAUD ARE ESG ISSUES?

(NOT JUST I.T OR COMPLIANCE)

Aligning cybersecurity, fraud risk, and ESG reporting

 5 February 2026
 3:00pm - 4:00pm
 Zoom Webinar

 **LIVE**
ZOOM



In today's digital environment, data leakage and fraud are no longer just IT or compliance issues - they are ESG governance failures that directly impact trust, reputation, and long-term sustainability.

Join us for a 60-minute live webinar as we explore how data protection, privacy, and fraud risk align with Governance (G), and why leadership accountability matters more than ever.

Key Takeaways:

- Why data protection and fraud fall under ESG Governance
- How breaches affect stakeholder trust and brand reputation
- Regulatory, investor, and market consequences of governance lapses
- Why data leakage and fraud are leadership issues, not technical accidents

To watch recording, click [HERE](#)





CCAM Lunar New Year Celebration

11 February 2026 | Botanica+Co, Bangsar South





Jusri Ong
Executive Committee of
Contact Centre Association
Malaysia (CCAM)



Andi Anugrah
Chairman of Indonesia
Contact Center Association
(ICCA)



Chapman Lam
Chairman of Hong Kong
Customer Contact
Association (HKCCA)



Steve Chou
Executive Director of Taiwan
Contact Center Development
Association (TCCDA)



CCAM @ CC-APAC Leaders Talk 2026

Business Contribution

On 13 March 2026, CC-APAC successfully hosted an online 'Leaders Talk' session via Zoom. Expert speakers Chapman Lam, Jusri Ong, Steve Chou, and Andi Anugrah shared a judge's perspective on what "Business Contribution" truly means in a contact center. The speakers highlighted that "contribution" is more than just answering calls; it is about strategic impact.

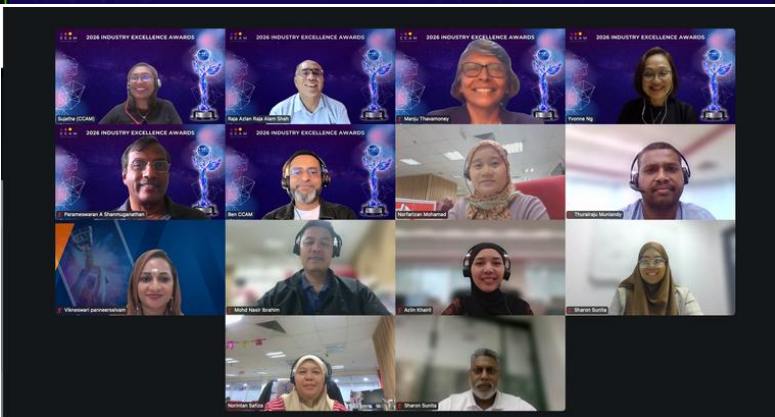
Chapman Lam urged leaders to "manage their management" by pitching ambitious, revenue-generating projects that align with executive goals. Jusri Ong highlighted that technology should not merely provide a quick fix; it must demonstrate measurable, long-term improvement through clear "before and after" metrics. Steve Chou concluded that a modern contact center must serve as an engine for profitability, actively expanding the customer base rather than simply maintaining it.

If you are preparing for the CC-APAC Awards 2026 in Malaysia, keep these tips from the speakers in mind:

1. Focus Your Story: Don't try to cover everything. Jusri advises choosing one specific area of focus with clear metrics.
2. Be Extraordinary: Steve encourages participants to act like "storytellers" of a transformation. Show how you managed a big team to achieve something extraordinary.
3. Communication over Language: Chapman offered a reassuring reminder: Don't worry too much about your English. The judges care about the substance of your presentation and your results, not your fluency.
4. Start Early: Success isn't "overnight." Jusri warns against waiting until a month before the deadline - long-term planning is required.

In a special session, Vigneswaran Sivalingam (President of the Contact Centre Association of Malaysia) shared an exciting update: The next CC-APAC Awards will be held in Malaysia in 2026. It's time to start documenting your "before and after" business contribution stories now!

2026 INDUSTRY EXCELLENCE AWARDS LAUNCH



CCAM Industry Excellence Awards 2026 - Q1 Highlights

The first quarter of 2026 marked a strong start for the CCAM Industry Excellence Awards, with key activities successfully rolled out to support organisations in their Awards journey.

The Awards officially opened for registration and nominations on 11 March 2026, following the Pre-Awards Briefing held on 10 March 2026, where participants were guided through the categories, criteria, and submission process.

To further support participants, the first Awards Insights Session was conducted on 18 March 2026, providing practical guidance and addressing queries from organisations preparing their submissions.

These sessions have played an important role in equipping participants with the necessary insights and clarity, as they work towards showcasing their achievements and excellence.

With encouraging interest and participation observed during this period, the Awards continue to build strong momentum as we move into the next phase.

Individual Awards Category

1. Best Contact Centre Professional (Voice) - Under & Above 100 Seats
2. Best Contact Centre Professional (Omni Channel)
3. Best Contact Centre Support Professional :
 - o Data Analyst/Scientist
 - o HR Business Partner
 - o IT Business Partner
 - o Quality Assurance Specialist
 - o Trainer
 - o Workforce Management Analyst
4. Best Contact Centre Sales Specialist
5. Best Contact Centre Team Leader - Inbound & Outbound
6. Best Contact Centre Manager - Inbound & Outbound
7. Hero Award
8. Best Head of Contact Centre

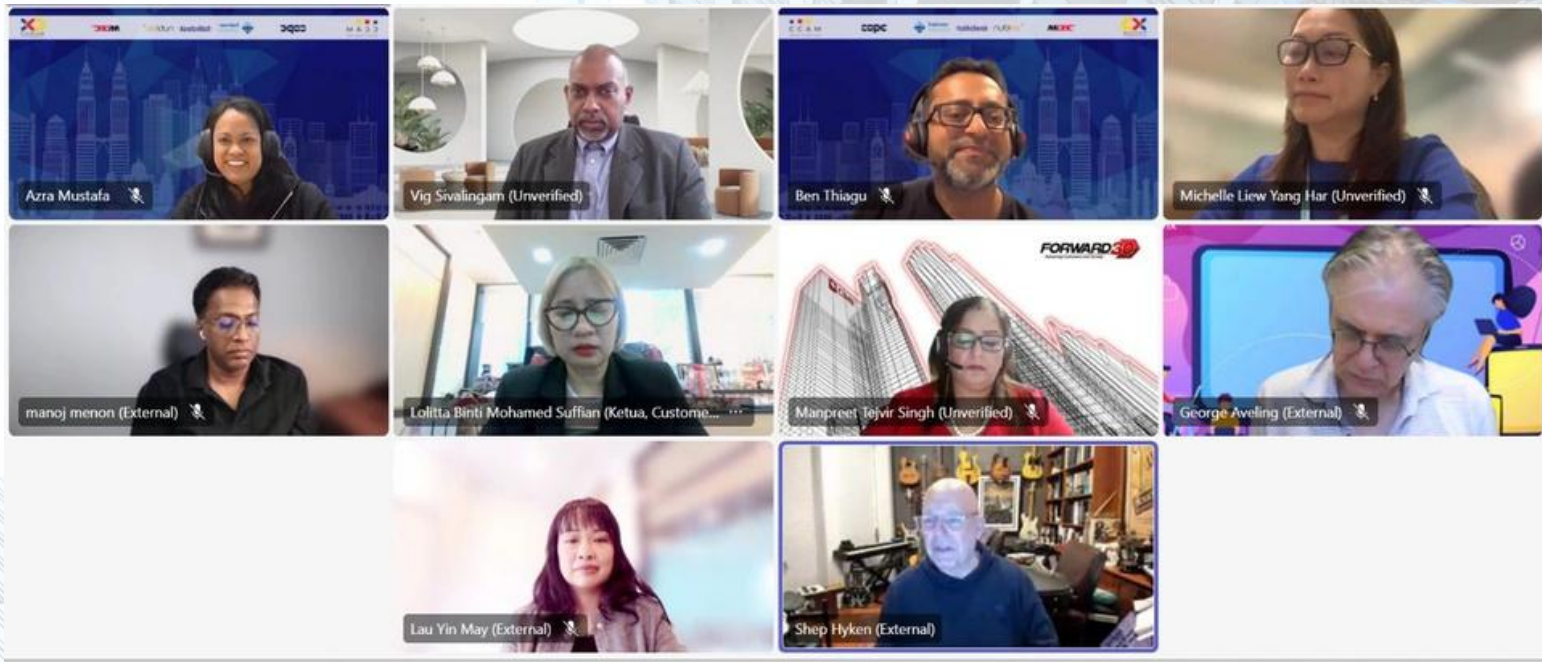
Corporate Awards Category

1. Best In House Inbound Contact Centre - Under & Above 100 Seats
2. Best Outsourced Inbound Contact Centre - Under & Above 100 Seats
3. Best Outbound Contact Centre
4. Best New Contact Centre Project
5. Digital Innovation Program :
 - o Best Use of Data Analytics
 - o Best Use of Automation
6. Best Employee Experience Program
7. Best Customer Experience Program
8. Best Corporate Social Responsibility Program
9. Best Social Media Program



M A L A Y S I A
Elevating Experiences

Q1-2026 EVENTS



CX MALAYSIA GLOBAL ADVISORY PANEL, 1ST MEETING



NPS remains the true north star, with CSAT continuing as a critical supporting measure.

However, the CX Malaysia (Official) Global Advisory Panel emphasised that customer experience must be measured through a holistic system - one that brings all experience barometers together, anchored by end-to-end customer journey assessments rather than isolated metrics.

Adding to the discussion, Shep Hyken highlighted the opportunities presented by the Customer Confidence Score, reinforcing the importance of trust, consistency, and emotional assurance in today's experience economy.

These were just some of the rich perspectives shared during the introductory session this morning of the 1st CX Malaysia Global Advisory Panel - a platform established for advisory and advocacy, with a shared ambition: to help make Malaysia a truly customer-centric nation.

Lots more coming; watch this space.



TOUR OF THE STATE OF CX IN MALAYSIA 2025

CX twimbit MDEC



TOUR OF THE STATE OF CX IN MALAYSIA FOR THE YEAR 2025

The Tour for the State of CX in Malaysia 2025 kicked off on the 11th of February 2026 and the 12th of March 2026.

The sessions went deeper.

The research findings were presented by Manoj Menon and Shivanu Shukla from Twimbit (our Research Partner for CX Malaysia) who walked us through the framework, methodology, and the overall results with clarity and rigour. What stood out most was not just the ranking of the Top 20 CX Stars - but the disciplined structure behind how success was evaluated.

It was encouraging to see strong alignment from the audience - thoughtful questions, shared perspectives, and most importantly, leaders taking practical insights back into their own organisations.

CX BOARDROOM 2030: THE FUTURE CONVERSATIONS



Moderator



VIG SIVALINGAM
Chairperson, CX Malaysia
President, CCAM

Panellist



RAYMOND DAVADASS
Founder & CEO
Daythree Digital Berhad

Panellist



MANPREET SINGH
Senior Managing Director &
Group Head for CX
CIMB Group

Panellist



GEORGE AVELING
Chief Reimaginer
Elementrix



CX BOARDROOM 2030: THE FUTURE CONVERSATIONS

11 February 2026 | The Vertical, Bangsar South

The first CX Boardroom 2030 for 2026 kicked off with three of CX Malaysia Global Advisory Panel, Manpreet Singh (CCXP), Raymond Davadass and George Aveling - joining CX Malaysia Chairperson, Vig Sivalingam for a quick engagement titled: "CX Boardroom 2030 - Future Conversations."

Their perspectives were sharp and forward-looking. Three themes came through clearly:

- Customer must sit at the centre of every strategic decision
- The future is a combined Human + AI-led digitalisation model
- CX leadership roles need greater empowerment and influence at the organisational level

There was strong consensus that the next 4-5 years will not simply be about improving experiences - it will be about structurally redesigning organisations around customer value.

We are building more than a leaderboard.

We are building a movement towards CX maturity, board-level relevance, and Malaysia's positioning as a serious CX nation.

Onwards to the next leg...



CXPA AFFILIATE MEMBERSHIP

Fabulous news for Malaysia!

CX Malaysia is proud to announce that we are now an Affiliate Member of the Customer Experience Professionals Association (CXPA).

As highlighted on the CXPA website:

"The CXPA Affiliate program recognizes organizations and groups working to advance Customer Experience in their city, country, industry, or area of expertise — in alignment with CXPA's mission to promote Customer Experience as a recognized business discipline."

This milestone reflects Malaysia's growing role in shaping the Customer Experience agenda regionally and globally. More details will follow on our participation in the CXPA Affiliate program and the opportunities this creates for practitioners, organisations, and the broader ecosystem in Malaysia.

At CX Malaysia, we remain committed to our mission of "Enabling a Customer-Centric Nation." We continue advancing several industry-building initiatives already underway, including:

Together, we look forward to strengthening Malaysia's position as a regional leader in Customer Experience excellence.



PARTNER PUBLICATIONS

5 WAYS AI WILL CHANGE CX IN APAC IN 2026



RESEARCH REPORT

What to expect and how to make wise investments that deliver impact and maximize value

INSIDE

- What you need to understand about new and emerging customer behaviors, agentic capabilities, and emotionally intelligent CX
- How to safeguard your AI investment and ensure it solves a material P&L problem
- Commentary from Commonwealth Bank Australia, Cigna Health, Coles Supermarket, Thunes, Schneider Electric, Ather Energy, National Storage, and Zoom

Brought to you in association with



2026 | DISCLAIMER: The information in this piece does not constitute as legal advice and so should not be regarded as such.

How to make wise investments that deliver impact and maximize value

AI is no longer a future concept in customer experience — it's actively redefining how organisations across APAC design customer journeys, empower their workforce, and deliver measurable business impact.

In this CX Network research report, senior CX leaders from organizations such as Commonwealth Bank Australia, Coles, Cigna Healthcare, Schneider Electric, National Storage, and Zoom share their perspectives on the five critical AI shifts shaping the future of CX — and what it takes to get it right.

[Download the report to stay ahead of the curve.](#)

In this report, you'll discover:

- The five key AI trends transforming CX in APAC — from predictive insights to autonomous, agentic AI
- How AI-powered "super agents" and copilots are reshaping workforce productivity and service models
- Why emotionally intelligent, human-centric CX will be a key differentiator in 2026
- Practical strategies to avoid failed AI initiatives and ensure real business impact
- How to evaluate whether AI solutions truly align with your CX ecosystem

096.610



13 ways AI will improve the customer experience in 2026

Use AI to enhance the customer experience at every stage of the buyer's journey.



Most business leaders today do not need convincing about the power of artificial intelligence (AI). According to the [Zendesk Customer Experience \(CX\) Trends Report](#), 65% of CX leaders see AI as a strategic necessity that has made previous CX operations obsolete and dated.

Read that again.

But many businesses are still learning how to use [advanced AI](#) to improve the [customer experience \(CX\)](#). Luckily, we have got a few ideas on how you can leverage AI for CX to provide faster and more personalised [customer interactions](#).

What is an AI customer experience?

An AI customer experience is the practice of using AI technology, such as [machine learning](#), [chatbots](#) and digital agents to deliver fast, efficient, personalised and proactive experiences at scale. Essentially, an AI CX leverages intelligent technology to improve customer experiences, enable CX teams to work more productively and help the business save costs.

13 ways AI can improve the customer experience

- Enable great customer service experiences at scale
- Provide fast, 24/7 customer support
- Onboard CX teams faster
- Improve efficiency and productivity
- Deliver hyper-personalised interactions
- Anticipate customers' needs and potential issues
- Provide AI-powered quality assurance
- Analyse customer data to predict and prevent churn
- Present customers with special offers
- Improve workforce management
- Reduce operational costs
- Create more consistent brand experiences
- Enhance knowledge management

[Click to read more...](#)

[Download the Zendesk Customer Experience \(CX\) Trends Report](#)



**IF YOUR AI INVESTMENT FEELS INCREMENTAL
RATHER THAN TRANSFORMATIONAL – IT'S NOT
THE AI. IT'S THE ARCHITECTURE.**

*Most AI projects fail not because AI doesn't work –
but because it's not connected to how your contact
centre actually operates.*

4.5★ | 92%

Overall rating · Willingness to recommend NXAI
Gartner Peer Insights Voice of the Customer · CCaaS Feb 2026



Scan to watch — 3 mins
[What "AI-first" actually means →](#)
nxlink.ai

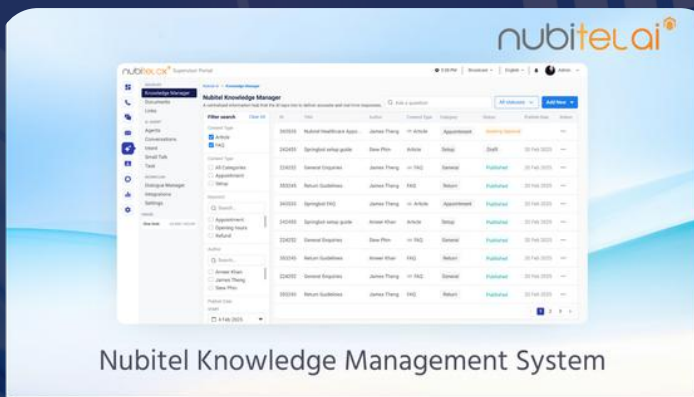




Reimagine Contact Center Agent Experience with AI

77% of agents report increased and more complex workloads compared to just one year ago, and 56% say they've experienced burnout. Much of this pressure comes from navigating fragmented systems, scattered knowledge, and making real-time decisions with limited support, slowing performance and impacting service quality.

Nubitel AI solutions are built to remove these barriers and empower agents to work faster, smarter, and with greater confidence.



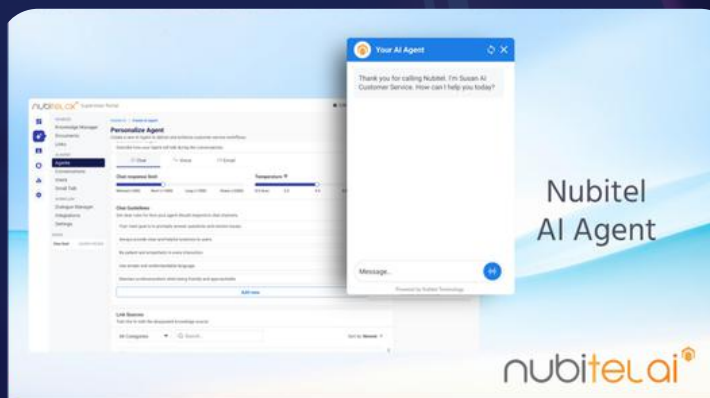
Nubitel Knowledge Management System

Improving First Contact Resolution with Centralized, Governed Knowledge

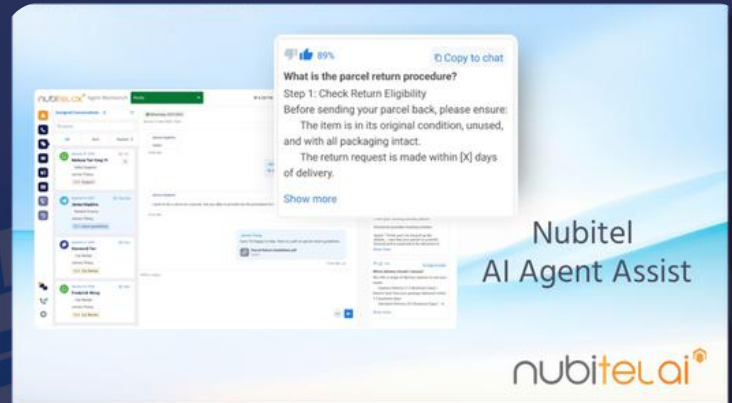
When agents have to navigate scattered systems and inconsistent information, finding the right answer takes longer, directly impacting first contact resolution.

Nubitel Knowledge Management System centralizes enterprise knowledge into a single, governed source of truth. With LLM-based smart chunking, AI-powered FAQ generation, article summarization, and keyword extraction, the right information is instantly accessible during live interactions.

This allows agents to deliver accurate answers on the first contact, without delays or second-guessing.



Nubitel AI Agent



Nubitel AI Agent Assist

Reducing Average Handle Time with Real-Time Agent Guidance

Even when knowledge is available, agents still need to decide what to say and do next, often under pressure during live engagements.

Nubitel AI Agent Assist analyzes conversations in real time and surfaces contextual responses, next-best actions, and relevant knowledge directly within the agent workflow.

With guidance embedded into every interaction, agents can respond faster, stay focused, and handle conversations with greater confidence.

Scaling Efficiently with AI-Powered Automation

A significant portion of customer inquiries are repetitive, yet they consume valuable agent time and capacity.

Nubitel AI Agent automates these routine interactions across voice and digital channels using the same governed knowledge base, while seamlessly escalating complex cases to agents with full context preserved.

This reduces workload and enables agents to focus on higher-value interactions where human expertise matters most.

All Nubitel AI solutions operate within Nubitel CX, a unified omnichannel customer engagement platform - where knowledge, real-time guidance, and automation work seamlessly together to support agents at every step. The result is a contact center where agents spend less time searching, tab-switching, or repeating, and more time delivering meaningful, high-quality outcomes.

Ready to elevate your agent experience? Schedule a demo and experience Nubitel AI solutions firsthand!



Schedule for Demo



Building Scalable CX Operations with COPC CX Standard Release 8.0

By Dr. Shreekant Vijaykar, President, South Asia and ASEAN Operations, COPC Inc.

Three decades ago, call centres (or “contact centres”) were exactly that: centres for calls, with rows of human operators handling one interaction at a time. The world has changed since. Customers expect more, technology has scaled rapidly, and operating models have shifted toward AI, automation, and hybrid delivery. The COPC® CX Standard has been redrawn to match this. Release 8.0, published in February 2026 and approved by the independent COPC Standards Committee, is the most significant evolution of the Standard in its history. For Malaysian contact centres operating in an omnichannel, AI-enabled world, the implications are practical and immediate.

What has actually changed

The most visible change is structural. Release 7.1 grouped requirements by “**Type**” under Leadership, People, Processes, and Performance. Release 8.0 reorganises that same body of rigour around phases of a “**Management Cycle**”: Plan, Design, Manage, Measure. Requirements that previously sat in separate silos now live within the phases where they are applied. The second major change is conceptual. Release 8.0 introduces **Tasks** and **Performers**. A Task is a single action with a clear input, performer, and outcome. A Performer can be a Person, a System (a bot, workflow, or AI agent), or a Person-plus-System combination. That common grammar lets bots, agent-assist, and human work be described, measured, and managed seamlessly, making the Standard easy to interpret for AI-native businesses.

What this means for Malaysian contact centres

For CCAM members, Release 8.0 lands at a useful moment. Malaysian operators serve clients across Asia, the Middle East, and beyond, and the RFPs they receive are getting sharper on AI governance and journey-level outcomes. Several practical implications stand out:

- **AI deployment gets a defensible governance frame.** BPOs piloting agent-assist, voice bots, or virtual agents now have a recognised Standard to govern those deployments, rather than relying on different frameworks for human-assisted vs technology-assisted channels.
- **Hybrid and glocal delivery models are accommodated.** The Plan-Design-Manage-Measure cycle treats distributed, work-from-home, and multi-site operations as first-class delivery models, fitting how many Malaysian BPOs operate.
- **Talent retention is treated as an operational outcome.** Updated employee experience requirements address attrition, one of the largest cost and quality risks in this market.
- **Certification continuity is preserved.** From May 2026, all new Baseline Assessments use Release 8.0; from January 2027, all Certifications and Recertifications are R8.0-based, with upskill training and assessor support part of the global rollout.

COPC Inc. is the official knowledge partner of CCAM, and the global rollout of Release 8.0 in Malaysia is being delivered through that partnership. Members interested in Release 8.0 training, executive briefings, or R7-to-R8 transition can engage through CCAM or the COPC team.

About the author. Dr. Shreekant Vijaykar is President, South Asia and ASEAN Operations at COPC Inc. He can be reached at svijaykar@copc.com.



UPCOMING EVENTS

CCAM MAKING CONNECTIONS **NCCC 2026**

National Contact Centre Conference (NCCC) 2026

“Building with Purpose”

12 May 2026 | The Sheraton PJ | 8:30am - 6:00pm

NCCC Gold Partners: Activevo, surveySENSUM AI

NCCC Silver Partners: Startek, ELSA

NCCC Associate Partners: TELDIANT, TYNX, VILAN, Revolab, logitech, qiscus

NCCC Branding & Showcase Partners: ATAScloud, SESTEK, commerce access, dojilives

Gold Partners: zoom, zendesk

Silver Partners: NXAI, nublitel

Knowledge Partner: copc

Industry Partners: MDEC, HRD Corp

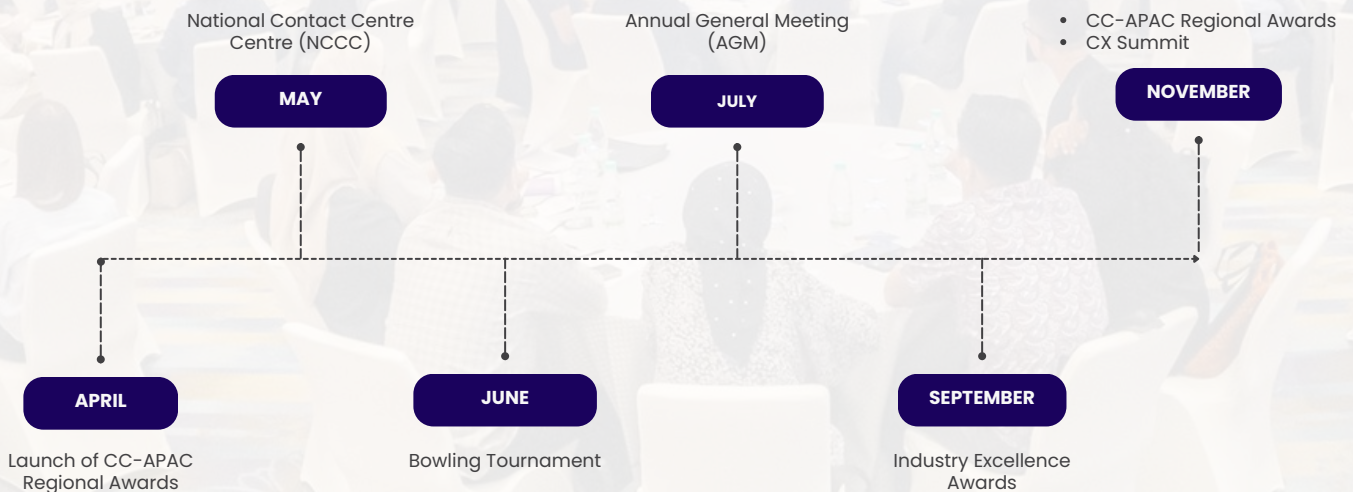
The **National Contact Centre Conference (NCCC) 2026** marks its **15th edition** as a key platform bringing together industry leaders and practitioners to explore the future of **Contact Centre Excellence and Customer Experience (CX)**. The conference will feature impactful insights, case studies, and innovations shaping customer engagement.

NCCC 2026 will focus on **transformation, digital acceleration, and AI-driven innovation**, while providing valuable opportunities for connection and collaboration across the industry.

100% HRDC Claimable

To Register, click [HERE](#)

HIGHLIGHT EVENTS



CCAM MAKING CONNECTIONS

BOWLING TOURNAMENT

SAVE THE DATE

27TH JUNE 2026 | **1 UTAMA, PETALING JAYA, SELANGOR**

STRIKE FOR GLORY.
CONNECT. COMPETE. CELEBRATE.

CCAM is back with another exciting event - the **Bowling Tournament 2026!**

Mark your calendars for **27 June 2026** at **1 Utama, Petaling Jaya**, and get ready for a day of friendly competition, great connections, and high-energy fun. Whether you're aiming for strikes or just there for the good vibes, this tournament is all about bringing people together beyond the lanes.

Stay tuned — registration details will be announced soon.



PROFESSIONAL CERTIFICATION TRAINING

BEST PRACTICES FOR QUALITY MANAGEMENT
7 - 8 May 2026 | 1.30pm - 6.00pm
Live Virtual
RESERVE YOUR SPOT NOW!

HIGH PERFORMANCE MANAGEMENT TECHNIQUES
18 - 22 May 2026 | 10.30am - 3.00pm
Live Virtual
RESERVE YOUR SPOT NOW!

HIGH PERFORMANCE MANAGEMENT TECHNIQUES
20 - 22 May 2026 | 9.00am - 6.00pm
Grand Millennium Hotel Kuala Lumpur
RESERVE YOUR SPOT NOW!

100% HRDC CLAIMABLE

Should you require any further assistance, please do not hesitate to contact: +6(03) 9779 5599 | ccam_secretariat@ccam.org.my

Strengthen your Customer Experience (CX) operations, leadership capabilities, and performance management expertise through our upcoming HRDC Claimable Certification Programmes.

Designed for **CX professionals, contact centre leaders, and aspiring managers**, these programmes deliver globally recognised frameworks and practical strategies to help organisations drive operational excellence and elevate customer experience.

Upcoming Training Programmes:

1. **Business Performance & Quality Management (BPQM)**
7 - 8 May 2026 | Live Virtual | 1.30 p.m. - 6.00 p.m.

- Enhance your ability to measure, manage, and improve business performance through proven quality management frameworks and data-driven strategies.

2. **High Performance Management Techniques (HPMT)**

Choose your preferred learning mode:

18 - 22 May 2026
Live Virtual
10.30 a.m. - 3.00 p.m.

20 - 22 May 2026
Onsite (Grand Millennium Hotel, KL)
9.00 a.m. - 6.00 p.m.

- Build strong leadership capabilities and learn how to effectively manage team performance, drive results, and lead high-performing CX teams in a virtual environment.
- Develop practical, hands-on techniques to boost team productivity, improve operational outcomes, and lead with confidence in a dynamic CX setting.

Why Attend?

1. Learn internationally recognised CX and operations best practices
2. Strengthen leadership and performance management capabilities
3. Gain practical tools to improve service quality and operational efficiency
4. Build credibility with globally recognised certification programmes

All programmes are 100% HRDC Claimable.

Seats are limited to ensure an optimal learning experience.

Register Now → <https://ccam.org.my/copc-inc/>



WELCOME NEW ASSOCIATION MEMBERS

Welcome New Members

AEON Credit Service (M) Bhd



AEON Credit Service (M) Bhd is a leading non-bank financial services provider in Malaysia, offering a wide range of consumer financing solutions including personal loans, credit cards, and hire purchase schemes. With a strong nationwide presence, the company is committed to empowering individuals through accessible financial services while maintaining responsible lending practices and customer-centric innovation.

NXAI



NXAI is a technology solutions provider specializing in IT services, system integration, and digital transformation initiatives. The company partners with clients across industries to deliver scalable, efficient, and innovative solutions that enhance operational performance and drive business success.

Call Center Studio, Inc.



Call Center Studio, Inc. is a cloud-based contact centre platform provider delivering omnichannel communication solutions for businesses worldwide. With AI-powered tools and scalable infrastructure, the company empowers organizations to enhance customer engagement, streamline operations, and improve service efficiency.

Ant International



Ant International (AI Asia Services Sdn. Bhd.) is a global digital technology provider offering inclusive financial and payment solutions to businesses and consumers. Backed by advanced AI and fintech capabilities, the company enables seamless cross-border transactions, digital commerce, and financial inclusion across Asia and beyond.

Agoda International (Malaysia) Sdn Bhd



Agoda International (Malaysia) Sdn. Bhd. is part of a global digital travel platform, specializing in online accommodation bookings, flights, and travel experiences. Leveraging advanced technology and data-driven insights, Agoda connects millions of travelers to a vast network of properties worldwide, delivering seamless and personalized travel solutions.

MBSB Bank Berhad



MBSB Bank Berhad (MBSB Bank) is licensed by Bank Negara Malaysia (BNM) to operate as an Islamic Banking institution. As a fully regulated entity, the Bank functions under the oversight of BNM in accordance with the Islamic Financial Services Act 2013, ensuring compliance with Shariah principles. As a full-fledged Islamic bank in Malaysia, MBSB Bank offers a comprehensive suite of Shariah-compliant financial solutions for retail, SME, and corporate customers.

Alliance Bank Malaysia Berhad



Alliance Bank Malaysia Berhad is a dynamic financial institution focused on providing innovative banking solutions to individuals, SMEs, and corporations. With a strong emphasis on digital transformation and customer experience, the bank delivers tailored financial products while supporting business growth and economic development in Malaysia.

Carsome Sdn Bhd



Carsome Sdn Bhd is Southeast Asia's leading integrated car e-commerce platform, transforming the used car industry through digital innovation. The company offers end-to-end solutions including car buying, selling, financing, and dealer services, ensuring a transparent, efficient, and trusted experience for customers and partners.

Collabera Sdn Bhd



Collabera Sdn Bhd is a global talent solutions and IT consulting firm that connects organizations with top-tier professionals and technology expertise. With a strong focus on innovation and client success, Collabera delivers customized workforce and digital solutions across various industries.

Zebra Technologies Malaysia



Zebra Technologies Malaysia is part of a global leader in enterprise asset intelligence solutions, providing innovative hardware and software for data capture and automation. The company empowers businesses with real-time visibility into operations, enabling smarter decision-making and improved productivity across industries.

Welcome New Members

Federation of Malaysian Consumers Associations (FOMCA)



The Federation of Malaysian Consumers Associations (FOMCA) is a non-profit organization dedicated to protecting consumer rights and promoting fair trade practices in Malaysia. Through advocacy, education, and policy engagement, FOMCA works to empower consumers and ensure a balanced and ethical marketplace.

LEVEL3 AI PTE LTD



LEVEL3 AI PTE LTD is an advanced artificial intelligence solutions company focused on developing cutting-edge AI technologies for businesses. The company specializes in automation, data analytics, and intelligent systems that help organizations optimize operations and unlock new growth opportunities.

Keretapi Tanah Melayu Berhad (KTMB)



Keretapi Tanah Melayu Berhad (KTMB) is Malaysia's national railway operator, providing passenger and freight rail services across the country. With a focus on safety, reliability, and sustainability, KTMB plays a vital role in enhancing connectivity and supporting economic growth through efficient rail transportation.

Make The Right Call



Make The Right Call is a consultancy and training provider specializing in contact centre and customer experience excellence. The organization supports businesses in enhancing service quality, operational efficiency, and leadership capabilities through tailored training programs and strategic advisory services.

Lembaga Tabung Angkatan Tentera (LTAT)



Lembaga Tabung Angkatan Tentera (LTAT) is a Malaysian government-linked investment organization dedicated to managing retirement funds for members of the armed forces. Through strategic investments and prudent fund management, LTAT aims to deliver sustainable returns and financial security for its contributors.

OCBC Bank Malaysia



OCBC Bank is a financial services entity focused on delivering innovative banking and financing solutions, particularly in energy and infrastructure sectors. Leveraging expertise and strong financial backing, the company supports sustainable development and large-scale projects.

Lenovo Technology Sdn Bhd



Lenovo Technology Sdn Bhd is a leading provider of innovative technology products and solutions, including personal computers, enterprise systems, and smart devices. As part of a global technology leader, Lenovo Malaysia drives digital transformation by delivering reliable, high-performance solutions for businesses and consumers.

Syarikat Takaful Malaysia Keluarga Berhad



Syarikat Takaful Malaysia Keluarga Berhad is a leading Islamic insurance (takaful) provider in Malaysia, offering family takaful products that align with Shariah principles. The company is committed to providing financial protection and long-term savings solutions while upholding ethical and customer-focused practices.

Verity Intelligence Sdn Bhd



Verity Intelligence Sdn Bhd is a data-driven solutions provider offering advanced analytics, risk management, and intelligence services. By leveraging technology and insights, the company helps organizations make informed decisions, enhance security, and optimize business outcomes.

TMI Consultancy Sdn Bhd



TMI Consultancy Sdn Bhd is a professional consulting firm specializing in business strategy, organizational development, and performance improvement. The company partners with clients to deliver actionable insights and tailored solutions that drive growth and operational excellence.

CCAM CORPORATE & ASSOCIATE MEMBERS 2026

		AMANAH RAYA				BANK ISLAM			
									
									
									
									
									
									
									
									
									
									
									
									

Thank you for supporting us.
We truly appreciate it and hope for your continued support for CCAM.

CCAM INDIVIDUAL MEMBERS 2026

1. AMINUDIN BIN ZAINODIN
2. ANDREW FEMI MULERO
3. CHIA JEE CHEW
4. DINESH RAJ A/L ILANGOVAN
5. FONG ONN KEE
6. IRINE LOPEZ
7. KHAIRUDDEEN BIN SHAMSHUDDIN
8. KHOR JENG YEE
9. KHOR MING CHUIN
10. KIRAN KAUR BHATT
11. LEONG CHEE SUNG
12. LOO YENG NG (JO ANNE)
13. MANJELAH THAVAMONEY
14. MANPREET TEJVIR SINGH
15. MARY NAIR
16. MASRIZWAN BIN MOHAMED
17. MUHAMMAD DANISH JAAFAR
18. NAGENTHIRAN A/L KARUPIAH
19. NAVDEEP SINGH JOHN
20. PARAMESWARAN A. SHANMUGANATHAN
21. POON KHAU SHEN
22. PRASHAND RAJ
23. RAJA AZLAN RAJA ALAM SHAH
24. RAQIB ZAHOR
25. ROSLITA AIDA BINTI RAHIM
26. SHANKAR ANDREW SAGADEVAN
27. SHANTHI NAIR
28. SHARON CHEONG
29. SOH SIEW LOIW
30. SONG CHING WAH
31. SREERATHA A/P GOVINDASAMY
32. TAN SU LING
33. TIM SAW
34. TOMAS SANDANADASS
35. VIVIEN LEE LAI MEI
36. WONG PAU LYNN
37. YOGAISWARAN KANDIAH

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From the Executive Director's Desk: Driving Momentum in 2026

Q1 2026 marked a focused and progressive start for us at CCAM, with continued emphasis on industry engagement, programme delivery, and member support. The Secretariat team has been further strengthened to support the expanding scope of initiatives and upcoming milestones — essentially ensuring more hands on deck to keep coordination tight, timelines realistic, and delivery on track.

Our continued focus remains anchored on **Membership Value, Industry Development, and Nation Building**, reflecting the Secretariat's role in enabling collaboration, strengthening industry relevance, and supporting the long-term growth of the contact centre and customer experience ecosystem in Malaysia.



BEN THIAGU

Executive Director, CCAM

Key engagements during the quarter, including the CCAM Lunar New Year Celebration and Hari Raya Open House, provided valuable platforms for industry connection and collaboration. Preparatory efforts have progressed for major initiatives, notably the 15th National Contact Centre Conference (NCCC) – “Building With Purpose” on 12 May 2026, alongside the CCAM Industry Excellence Awards 2026, which has received strong industry interest. Regionally, coordination is also underway for CCAM's role as host of the CC-APAC Regional Awards 2026.

The quarter also recorded continued growth in membership and partnerships, supported by ongoing training, knowledge-sharing, and capability development initiatives. From the Secretariat team, the operating principle remains straightforward - **keep things moving, keep things aligned, and make sure nothing falls through the cracks (even when the calendar says otherwise)**.

Overall, Q1 has established a clear and structured runway for the execution of key national and regional priorities in the months ahead, with the Secretariat committed to sustaining momentum and supporting industry progress in a consistent, practical, and dependable manner. Appreciation to all members, partners, and stakeholders for the continued trust and support, which remains the driving force behind this progress.