



03 Edition : December 2021

MAKING CONNECTIONS

NEWS UPDATE



Raymond Devadass
President

The editorial team at CCAM has been pushing me for my message for this newsletter these past two weeks. Obviously, I did not meet their earlier deadline! The past month has indeed been challenging for me on several fronts. Despite these challenges, it's an incredible feeling looking forward to work for the industry every day, and for that, I have every one at CCAM to thank; The fabulous team of Executive Committee members that support me, along with the CCAM Secretariat team lead by Manju Thavamoney.

For most of us, the year 2021 went by in a blink of an eye! We started the year with great hope! A hope that we would all be vaccinated; and a hope that we can reach a post-pandemic recovery period! Perhaps not fully there yet, but we continue to hope that this period is within sight!

Despite all the challenges we went through this year, CCAM continued to support the growth of Malaysia as a contact centre hub by growing talent, corporate values and industry competitiveness. We continued to develop more online and thought leadership programs to help our members re-strategize the way we operate to meet a sudden surge in demand. We believe some of these programs have directly helped our members to display Agility and Resilience during this period. The industry has done some of the most amazing work to come through this pandemic with business continuity, and innovation.

This year in particular I am extremely proud that we managed to revive our Research Committee. To create greater value for our membership and the industry, CCAM has embarked on this journey to bring to you research reports that would give greater insights into the industry. Together with COPC Inc, we published the 2021 Malaysian Customer Experience Report. This research report is the first of many that we will be bringing to you.

Finally, as we have come close to the end of 2021, I would like to take this opportunity to thank all of you, our members, for your continued support for all our events and the initiatives we take to grow the CX industry.

We look forward to delivering many more programs for you in 2022. Have a wonderful break and looking forward to seeing you in the new year!

Our thoughts and prayers are with the people affected by the recent floods with a hope that they can rebuild their lives and be back on their feet soon



Christmas is an important festival celebrated not only by those of Christianity faith, but it has also become a good year end merry-making and end of year appreciation for many people all over the world.

Santa Claus, carols, decorated trees, gifts, turkey, ham, fire place and snow are common images we associate this year end festive season with. Those in the southern hemisphere, on contrary, their Christmas is often associated with bright sunshine and high summery temperature!

Wherever you may be, Christmas is always a time of giving.

This year, let's spare a thought and see what you can do for those whom will be kept busy during this period cleaning up their flood ravaged homes and re-organizing their lives here in Malaysia, as well as those who were hit by Typhoon Rai, Gunung Semera quake and late season tornados in southern United States.

Wishing everyone a safe New Year ahead !



Satisfied Customers Invest More in Your Products and Services

Customer satisfaction and experience play an integral role in the success of customer care. To keep current on the topic, COPC Inc. ran a Customer Experience Study in Malaysia to learn directly from consumers. Below are a few of the findings from the report and the importance of implementing the findings into an organisation.

To begin, we seek to understand the customer before they have reached out to the organisation. COPC Inc. found that 89% of customers who contacted customer service, have already attempted to resolve the issue themselves through self-service channels. As an organisation, being aware that a majority of customers have already tried to resolve the problem themselves will not only save time but will also demonstrate understanding and competence to the consumer. This understanding will help a customer care team quickly determine the next step of action to resolve the problem, which will ultimately help the consumer to feel understood and satisfied with their interaction.

Along with understanding the consumer before they reach customer service, research has found that customer satisfaction is directly driven by how they perceive *how well the given service meets their expectations*. Issue resolution is very strongly correlated with customer satisfaction. High performing customer service revolves around getting the issue resolved as *quickly as possible*. With that said, when customers know that they are receiving the highest quality of service, they will invest more in the product and the service being offered.

In summary, customers must know and feel that they are important to the organisation from the beginning to the end of the interaction. In return, the company will receive satisfied customers wanting to invest more.



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CX Leaders agree!

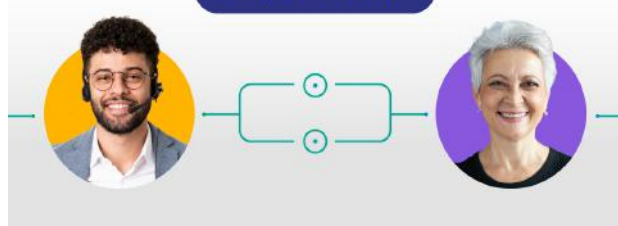
61% say customers in Southeast Asia expect faster service



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CCAM Award ceremony, themed 'Masked Heroes' was held virtually on 30th October 2021 at 2.30pm, to celebrate and recognize the great achievements of the winning organizations and individuals who have contributed to the Malaysian Contact Centre Industry.

The 22nd Industry Excellence Awards was chaired by CCAM's Executive Committee member, S. Thilakavathi, led by Chief Judge Mary Nair, together with a panel of 30 judges from the Contact Centre Industry within Malaysia and the Asia Pacific Region.

This year's Awards saw the participation of over 200 industry professionals from 16 various organizations throughout Malaysia, vying for a placing in this highly sought-after prestigious industry excellence awards.

Joshua Lim hosted the virtual event, featuring live performance by Ramesh of AlleyCats fame, whose renditions covered hits across many decades included Summer of 69 (Bryan Adams), Sampaikan Salam (Alleycats), Happy (Pharrell Williams), Have You Ever Seen The Rain (Creedence Clearwater Revival), It's My Life (Bon Jovi) and Kau Ilham Ku (Man Bai).

CCAM wishes to thank our partners for their contributions and support to this year's Awards:

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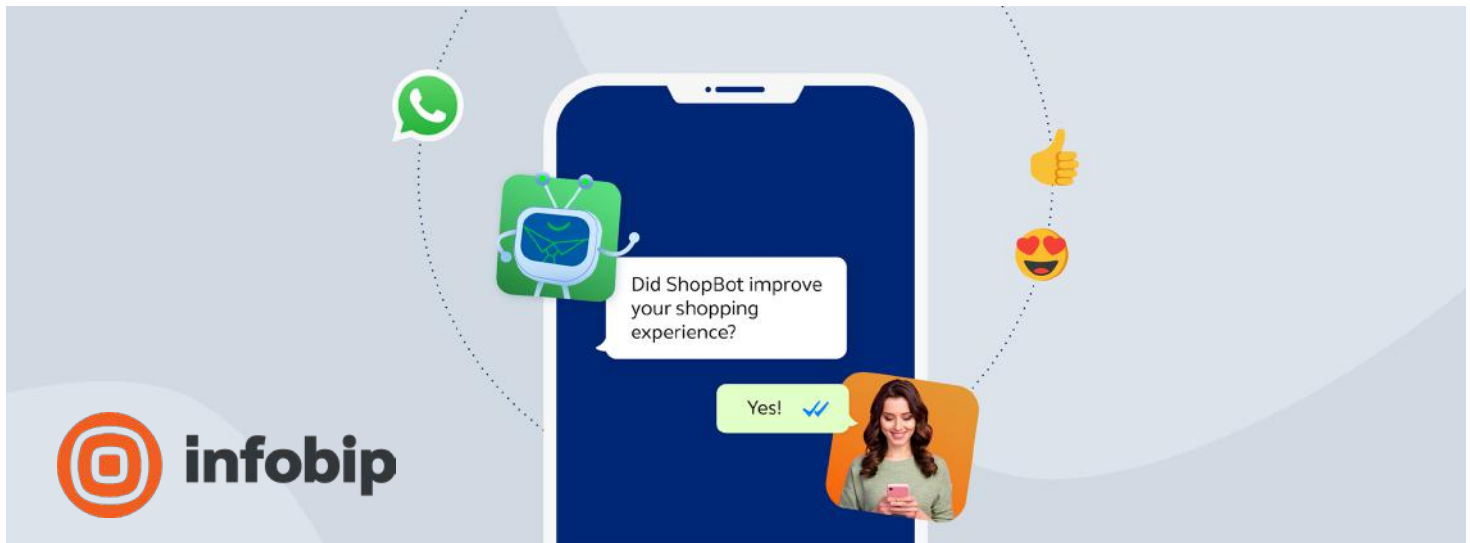
We look forward to another exciting Awards in 2022 where we can definitely expect participants to elevate the standard of the competition to a higher level.

See you again next year!

Click [HERE](#) to view the 2021 winners.

What Makes a Great Customer Experience?

Customer experience is centered around providing more than good experience. Here's how you can boost your entire customer journey with the right technology. Included are some critical use case examples.



It's now more about facing fierce competition, racing quickly to grab customers' attention, and managing brand loyalty as all three focuses have changed the B2C landscape.

In this blog, we explore:

- What a great customer experience really is and why it matters
- How you can provide a great customer experience with the right technology
- Use cases and learning about the tools to help you improve overall customer engagement capabilities

[Click here to learn more!](#)



CCAM launched our first virtual Treasure Hunt, participated by 20 teams of "Hunters" from CCAM member organizations, kicked off by Mr. Chiew Sin Kwang, the Organizing Chairperson cum moderator of this Virtual Hunt at 10 am.

It was an exhilarating experience as participants took up the challenge in their respective teams to explore multiple trails, by travelling virtually around the world solving clues after clues in search of the "Treasure".

Congratulations to the winners!

1st Place

Mi6

(MT Microtel Technology Sdn Bhd)

2nd Place

DareDevil

(MT Microtel Technology Sdn Bhd)

3rd Place

THE KILLERS

(American Express Sdn Bhd)



On 21st of October 2021, CCAM and Associate Partner NICE Ltd., successfully hosted a webinar on the topic of "Empowering Customer Experience in Digital Engagement".

This Webinar was an hour long session filled with knowledge enriching sharing of insights, moderated by CCAM's Deputy President, Vigneswaran Sivalingam. The panelist lineup included Nadia Younan (APAC WFO Solutions Manager, NICE), Howard U (Enterprise Account Manager, NICE) and TC Ng (Senior Solution Manager from O'Connor's Engineering Services).



Customer Experience (CX) Summit 2021

The CX Summit was held as a virtual event on 15 & 16 December 2021 after taking a break in 2020. The two half days saw two benchmarking reports delivered; Understanding the Malaysian CX landscape in 2021 by COPC and the 2021 Global Customer Experience Benchmarking Report by NTT. The afternoon sessions on both days were packed with information from Genesys, NICE, Freshworks, and Infobip. A panel session on each day, saw practitioners and professionals come together to deliver thought processes on customer experience. The host and moderator, Andy Cranshaw, kept the audience engaged with his questioning and moderation skills. Overall, it was an excellent way to end the year with this event that brought rich content, the latest thought-leadership, and great sharing by our speakers & panelist. If you have missed any part of the session or want to review it again, please visit the Hubilo link [Customer Experience Summit \(CX\) 2021 \(hubilo.com\)](https://hubilo.com) or the CCAM website [Contact Centre Association of Malaysia](https://www.ccam.com.my).



We are here to help you simplify your operations, empower your workforce, deliver best-in-class customer experience and stay ahead with NTT and Genesys.

Customer experience has been on the rise as a sustainable business strategy to attract, retain and grow customers in marketplaces where brand differentiation and customer loyalty are key. However many organizations today are still facing the challenge on how to remain relevant in a world that is rapidly changing. Customers' demands and needs are evolving and increasingly the expectation is to deliver immediate and on-demand services when and how, and through the mechanism of the customer's choice.

One of the key considerations for many enterprises will be to determine whether the choice of platform should be based around the traditional considerations of standard out of the box vs. customizable. Those platforms that cater more towards the out of the box category will typically allow organizations access to robust functionality in accelerated timelines, however, they may not be able to deliver the necessary innovation, integration, and customization options.

Migrating to the cloud should allow for the ability to both stand up/deploy base capabilities very quickly to gain robust functionality and should integrate digital and voice channels in a simple intuitive interface, while also offering the ability to customize the solution uniquely to organizations requirements to add competitive differentiation as needed.

Cloud-based platforms should provide exceptional experiences for both employees and customers alike and deliver the benefits of rapid deployments, reduced complexity, and simple administration, while offering a development platform where you can deliver rapid innovation through cloud API and an ecosystem of marketplace applications that can easily integrate into the solution.

This has been demonstrated in [**NTT Ltd.'s 2020 Customer Experience Benchmarking report**](#), where more than 80% of respondents have indicated that cloud solutions have helped future-proof technology infrastructure, provided greater flexibility, and delivered improved integration along with a host of other benefits.

Download the Migration to Cloud - [**Your guide to delivering an intuitive Customer Experience brochure**](#)

Download the latest [**NTT 2021 Global Customer Experience Benchmarking**](#)

NICE

Pitfall Monster #1: Failure to consider how implementing omnichannel impacts agents and processes

What it complicates: Prepare for change



of leaders say employees resisting cultural change is one of the largest impediments to improving CX and EX¹²

Pitfall Monster #2: Not securing contact center leadership buy-in

What it complicates: Build coalition and establish partnerships



41% of CX leaders say primary challenge with improving CX is lack of shared senior management vision¹¹



Pitfall Monster #3: Lack of unified data and technology, and a hodgepodge assembly of tools

What it complicates: Align technology to transformation goals



of IT leaders say integration challenges slow or hinder their digital transformation²²

Are you out of the scary woods? Avoid the pitfalls and achieve your digital transformation with NICE.

Contact Us for a free business assessment workshop. To read the entire blog, [click here](#).

LEVERAGING DATA AND AI FOR YOUR WORKFORCE AND CUSTOMERS

SPEAKER

HOWARD U
Enterprise Account Manager
NICE

SPEAKER

PHILIPPE MERCIER
Vice President, Analytics Sales,
APAC
NICE

SPEAKER

RAYMOND LOW
Group Chief Technology Officer
ITApps Sdn Bhd

CCAM

9TH DECEMBER 2021 | 4:30PM - 5:30PM

NICE

Leveraging Data and AI for Your Workforce and Customers was another webinar held by NICE on 9 December 2021. This time around, the speakers included Howard U, Enterprise Account Manager, NICE, Philippe Mercier, Vice President, Analytics Sales, APAC, NICE, and Raymond Low, Group Chief Technology Officer from ITApps Sdn Bhd.

They shared how an organisation can leverage both data and AI to differentiate the customer experience while driving higher workforce productivity. Please visit [CCAM Website](#) if you missed this one.

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MyDigitalWorkforce
Work in Tech

MDEC

MyDigitalWorkForce Work in Tech

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"In collaboration with MDEC, CCAM ran 7 workshops for our members in November and December. The sessions were to give an in-depth view of the MYWIT incentive program that is currently being offered. The incentive allows for organisations to leverage the incentives that the government is offering to hire fresh graduates, unemployed and retrenched Malaysians as well as digital skills training for these new hires. If you did not get an opportunity to attend one of these and are keen to explore, get in touch with the CCAM Secretariat.

Companies stand to obtain incentives worth up to **RM23,600 for each person** trained and employed. The MYWIT incentive covers **40 percent of the employee's monthly salary for six months** (minimum salary of RM2,000) and is capped at RM2,600 per individual per month. Additionally, hiring companies are also **eligible to receive up to RM5,000 for in-house training for each employed person or up to RM8,000 for training by third-party providers**.

Hurry as the submission for the MYWIT programme closes on 30 April 2022."

Welcome New Member

Synergy Alliance Solutions Sdn Bhd's core business focuses on information planning (consulting), selection of equipment and software, construction of network system, application software system, maintenance and management of the entire IT system, as well as improvements to business efficiency, digital quality and cost saving.

It manages two smart systems; BigPOS and Valet99 smart parking system.

BigPOS is a point-of-sale system used by retail, food & beverage restaurants, hotels and other business sectors. BigPOS system provides sales tracking, inventory management and data audit trail.

Valet99 specializes on managing, tracking, monitoring and providing solutions for parking by providing real time reporting and time-to-time overview.

Both systems are used to provide business owners the ability to improve their business operations more efficiently and effectively.

Synergy Alliance Solutions Sdn Bhd believes to be leader and takes pride in providing excellent customer service and experience and positioning themselves at the forefront in order to redesign consumer behavior post Covid-19.

Synergy Alliance was awarded the Golden Bull Award 2021.

CC-APAC Regional Awards 2021



DHL Express (M) Sdn Bhd
CONTACT CENTRE OPERATIONS
PLATINUM



Young Living (M) Sdn Bhd
EMPLOYEE ENGAGEMENT
SILVER



AirAsia SEA Sdn Bhd
TECHNOLOGY INNOVATION
GOLD



AIA Shared Services Sdn Bhd
BUSINESS CONTRIBUTION
BRONZE

JAKARTA – Malaysia took home 4 Awards at the CC-APAC Awards this year.

CCAM is extremely proud of the achievements of the Malaysian Team at the CC-APAC Awards 2021, hosted by the Indonesian Contact Centre Association (ICCA) via a virtual platform, held on 26th November 2021.

CCAM wishes to congratulate and thank the participants for their hard work in competing at the Regional Awards, namely, Michael Ong (DHL Express Sdn Bhd), Noordalina Daut (Air Asia SEA Sdn Bhd), Sivakumar Muniandy (AIA Shared Services Sdn Bhd) and Resh Ratnam (Young Living Malaysia Sdn Bhd).

Thank you CC-APAC for the opportunity and recognition. Congratulations once again to the Malaysian Team!

Notes from the CC-APAC Winners



Sivakumar Muniandy

AIA Shared Services

“

Being the first timer participating at CC-APAC, we are truly honored to receiving this prestige Bronze award.

It's another achievement for the AIA Shared Services, Contact Centres to attain another reputable award after winning Gold in CCAM last year. This has set us to another milestone to prove we are one of the Best Contact Centre across the regional.

Thank you very much CCAM & CC-APAC for giving us the Opportunity.

”

“

We are very grateful that CCAM nominated us for the CC-APAC Regional Awards. Our team is extremely proud to have won the Platinum Award for Contact Centre Operations category. It is a great testament for us in DHL Express Malaysia.



Michael Ong

DHL Express (M) Sdn Bhd

”



Noordalina Daut

Air Asia SEA Sdn Bhd

“

Dear CCAM Committee, On behalf of Customer Happiness Allstars, we are very thankful to you for the acknowledgement, empowerment and delegation in the recent CC-APAC award for the Best Technology innovation category.

With the trust given to us and winning the GOLD accredited the team's effort, hardwork and dedication during the pandemic time especially when airlines where badly impacted. You have made it possible for us to celebrate this achievement and reasons for us to strive better in the future. Thank you.

”

“

Dear CCAM Committee,

We at Young Living would like to express our greatest appreciation to you, for selecting us to represent Malaysia in the CC-APAC awards, for the Best Employee Engagement category. Words alone are not enough for us to express how grateful we are, for being entrusted with something so significant. Our hearts swelled with pride, upon hearing that we won Silver in our category. What a great achievement - that was made possible by you - so, THANK YOU!

This award is dedicated to the Member Services Tribe of Young Living Malaysia who had been the inspiration and the reason for us to win this award.



Resh Ratnam

Young Living Malaysia

”



Manju Thavamoney

Executive Director

From the Desk of the ED

2021 is coming to an end and the year has moved on speedily despite the pandemic and the emergence of new variants. At CCAM, this has not stopped us from carrying out the many activities and events throughout this year. While being cautious of face-to-face interactions, we delivered the national contact centre conference, the industry excellence awards, CX Summit, engagement activities; virtual run, and the treasure hunt, plus numerous webinars and roundtables discussions virtually.

We don't know what 2022 has in store, but this virtual trend may continue until we are comfortable that it is safe for our members to come face to face again. We miss the networking and comradeship of friends from the industry but the safety of all is of utmost importance for now.

The 2022 calendar is being finalised and will be shared in January 2022. Whether the events and activities will be held virtually, or on a hybrid model is yet to be ascertained.

Many of us will be celebrating Christmas and New Year with soberness in light of the lives of our fellow Malaysians who have been severely affected first by Covid 19 and now by the devastating floods. Let us remember them in our prayers that the dear Lord shower them with grace, comfort, and strength as they struggle to remake good in their lives.

December is also that time of the year when everyone takes time to make new year resolutions again. On the work front, I am putting down some assistance from technology to ease the manual workload at the Secretariat office and hope this can be a reality soon. On a personal front, it is to declutter and I have a lot to do in this area. What is your resolution for 2022? We wish you success in keeping and fulfilling it

The CCAM team wishes all our members, sponsors, and friends of the industry every success in 2022. Stay safe and healthy!

Signing off in 2021 and looking forward with hope to a fresh new beginning in 2022!