

CCAM

MAKING CONNECTIONS

HIGHLIGHTS

- CX Summit
- New Members
- Industry Excellence Awards
- CC-APAC Awards
- Sponsors Articles
- Training Programs
- Upcoming Events



CUSTOMER EXPERIENCE (CX) SUMMIT 2022

On the 16th and 17th of November 2022, the 7th CX Summit was held at the Sheraton Hotel in Petaling Jaya. Carrying the theme, "The Return, The Reshuffle" this event saw us coming back together as an industry to reflect on the last two years and to pave the way forward into the future.

Over two days packed with insightful presentations and panel discussions, delegates had the opportunity to learn from industry thought leaders on their experiences of driving customer experience in their organisations. Delegates also had the opportunity to explore top technological solutions from the CX Summit event partners. It was truly a breakthrough event, and we look forward to an even bigger event in 2023.



Greetings, and Happy New Year from CCAM!

We have wrapped up another year, and not only is our industry still standing, it is also thriving.

2022 proved to be another great learning year for us; both as an industry, and as a nation. We were finally able to return to our office spaces, but the last two years had taught us that the work from home model created many benefits both for employers and employees. This then faced us with the challenge of creating a working model that would allow us to enjoy the benefits of working remotely, while also being able to create the sense of connection that an office environment could bring. And so, we adopted the hybrid model. However, behavioural norms within the organization may need to be revisited. For the organization, perhaps rather than focusing on employee efficiency as in the past, in the post-COVID-19 world, employee resilience will take precedence.

In Malaysia, we are blessed to have the kind of digital and technological support from the government with agencies such as MDEC. This support along with a technology savvy workforce allows us to implement new working models quite smoothly. The dynamic, adaptable and resilient people in this industry have been able to take these changes in their stride.

Here at CCAM, we too have been faced with similar challenges, but the end of 2023 sees us with a staff of five in the secretariat office, led by Executive Director, Manju Thavamoney. Under the guidance of the respective event leads from the EXCO, we have been able to bring in-person events back to you in 2022 with NCCC in June, the Annual Industry Excellence Awards and Gala Dinner in September, and The CX Summit in November. It was truly wonderful to see all of you who attended the event.

Bring on 2023!

I believe 2023 will be an even bigger year for CCAM. With this being an election year, our upcoming Annual General Meeting will see us welcoming some new faces to our EXCO and among the Office Bearers. Along with our Knowledge Enhancement Virtual Visits featuring the 2022 Corporate Award Winners and the technology driven webinars from our association partners, we endeavour to drive the learning exchange programs more this year.

We know now that as an industry, we have the ability and temerity to ride the waves of change, and we are excited about what 2023 will bring. May this year strengthen our industry even further so we may contribute to the local economy.

There will be more opportunities in 2023 for us to meet face-to-face and I look forward to seeing you.



Raymond Devadass
President

What is customer experience analytics?

Customer experience (CX) might be one of the most important business priorities in today's market.

To win new customers as well as retain existing ones, your organisation needs to provide a great experience that delights customers and goes above and beyond their expectations. But, how do you do this? It turns out that measuring customer experience analytics and acting upon your findings is one of the best ways to start.

These metrics provide a view of your company's current state of CX, which can, in turn, give your organization a clear path forward toward better customer service, more retention, and more business growth.

Customer experience analytics measure your customers' experiences, needs, and overall perception of your brand. To gather CX analytics, teams look at various forms of customer engagement. They can look at direct feedback, like reviews and survey responses, to gauge what customers think of their experiences. Customer experience analytics are also collected through indirect feedback, such as how well your organization's contact center is meeting your customers' needs, along with other types of general business success metrics.

Why is customer experience analytics important?

Customer experience analytics enable your company to truly understand the status of your overall customer experience, along with how it can be improved. By seeing trends and patterns across both direct and indirect feedback, then acting on what you find, you'll build out a better customer journey and create a more positive experience with your brand as a whole.

talkdesk®



Seven insights on call centre agent onboarding

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

For more information, click [HERE](#).

2. Listening skills are essential for your agents

For more information, click [HERE](#).

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

For more information, click [HERE](#).

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

For more information, click [HERE](#).

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

For more information, click [HERE](#).

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

For more information, click [HERE](#).

7. Focusing on agent engagement will pay off later

For more information, click [HERE](#).

CC-APAC WINNERS 2022



Q : What was the first reaction your team had upon winning so many awards at the CCAPAC Awards?

A : We were extremely delighted and honoured at the same time. Gaining a Platinum Award for Best Contact Centre Operations in Asia Pacific was a humbling moment indeed – and the additional top recognitions in Digital Innovation, Customer Experience and Employee Engagement tells us that we have hit some right notes. This recognition is not only for TDCX Malaysia but the entire Malaysian Contact Centre industry.

Q : What is the main driver in achieving excellence customer experience?

A : At TDCX, we feel the recent pandemic has somewhat reshuffled the key drivers – and right at the top of the list is People, People, People. From Leadership to Planning & Support Groups and the CX Champion at the frontline needs to become one when delivering excellence in customer experience. The singular focus on customers and the culture that allows for empathy & resolutions amongst our people makes the difference for us.

Q : Is there something special in the TDCX culture that drives this excellence among the various teams?

A : TDCX is a people company on one part and a learning company on the other. This surely helps us keep on our toes all the time and push forward as a team to #BeMore for our clients, our end-user customers, and our people.

Q : In your view, what is the most effective way to bring the various departments in an organisation together towards a common goal?

A : TDCX: It has to be our shared vision and common values that keeps our organization together. The TDCX Leadership at the Group and Local Level have always emphasized investments into the employee experience and journey so that the team stays agile, flexible & collaborative. Having the right leadership and engagement platform also gives us the needed impetus to focus on broader teamwork.



Q : Was winning the Gold Award in Technology Innovation at the APAC awards a surprise? Why?

A : We take pride in our technology innovations at DHL Express, which brought a lot of positive impact towards enhancing operational efficiency as well as customer and employee experience. That being said, receiving the Gold Award was definitely a pleasant surprise. We highly regard the CC-APAC Awards for being the foremost representation of top in-country contact centre performance around Asia Pacific, thoroughly evaluated by an esteemed judging panel. This recognition is therefore a valued testament to the efforts and successes achieved by our team in Malaysia.

Q : What has been the driver for technological development in DHL Express?

A : Technological development is fundamental to delivering excellence in a digital world. It enables our business to be quick, relevant, and smart; and is key to future-proofing our company. At DHL Express, we focus on the use of technology to optimize, innovate, and scale our profitable core to enhance customer and employee experience as well as gain operational efficiency. Customers are at the heart of everything we do. Their experience is therefore of utmost importance – and the fastest way to improve it is through digitalization. Digitalization allows us to connect to our customers through various channels and enables massive operational transparency; for example, by making real-time visibility of order fulfilment possible. Our employees are our most valuable assets and providing great employee experience is crucial to becoming a great place to work. Digitalization strongly supports us in providing this experience; for example, by increasing efficiency in our daily tasks or enabling effortless communication and collaboration. Evidently, digital technologies can very much improve our customer value proposition and ease the work of our employees.

Q : What are the processes involved in implementing new technologies in your organization?

A : We define digitalization as the conscious application of technology and enablement of people. We foster an open communication culture that encourages our people to share ideas and suggestions on how things could improve. Employees are provided with many channels to leave feedback and we ensure that all feedback is reviewed, actioned, and monitored for progress. Upon idea generation, we then divide employees into mini project teams to brainstorm potential solutions. These solutions are then assessed and prioritized through cost and benefit evaluations, before moving on to solution development, acceptance testing, deployment, and hyper care.

Welcome New Members

Automation Anywhere

Automation Anywhere is the No. 1 Cloud automation platform, delivering automation and process intelligence solutions across all industries globally to automate end-to-end business processes for the fastest path to enterprise transformation. The company offers the world's only cloud-native platform combining RPA, artificial intelligence, machine learning, and analytics to automate repetitive tasks and build enterprise agility, freeing humans to pivot to the next big idea and build deeper customer relationships that drive business growth. For additional information, visit www.automationanywhere.com.

redCONTACT Sdn Bhd

redCONTACT Sdn. Bhd. was incorporated in 2016 with its Headquarters based in Vertical; Bangsar South as a subsidiary or red ONE Network Sdn. Bhd. which is the pioneer and market leader in cost saving communications services. The parent company were the only postpaid Mobile Virtual Network Operator (MVNO) riding on Celcom Axiata's superior mobile network infrastructure.

Suruhanjaya Syarikat Malaysia (SSM)

The Companies Commission of Malaysia (SSM) is a statutory body formed as a result of a merger between the Registrar of Companies (ROC) and the Registrar of Businesses (ROB) in Malaysia which regulates companies and businesses. SSM came into operation on 16 April 2002.

The main activity of SSM is to serve as an agency to incorporate companies and register businesses as well as to provide company and business information to the public.

BI WORLDWIDE

BI WORLDWIDE's origins are both humble and ingenious. It started with founder Guy Schoenecker discovering innovative ways to provide consumer loyalty programs and incentives to various industries. That idea caught on, big time.

It grew into what is now a multinational company serving Global 2000 corporations in 144 countries and more than 20 languages.

In spite of their size, they haven't lost sight of our core purpose: To deliver measurable results that truly have a positive impact for clients and their businesses.

CISCO

Cisco helps seize the opportunities of tomorrow by proving that amazing things can happen when you connect the unconnected.

An integral part of our DNA is creating long-lasting customer partnerships, working together to identify our customers' needs and provide solutions that fuel their success.

We have preserved this keen focus on solving business challenges since our founding in 1984. Len Bosack and wife Sandy Lerner, both working for Stanford University, wanted to email each other from their respective offices, but technological shortcomings did not allow such communication.

A technology had to be invented to deal with disparate local area protocols, and as a result of solving their challenge, the multiprotocol router was born.

Salesforce

Salesforce is the world's #1 customer relationship management (CRM) platform. We help your marketing, sales, commerce, service and IT teams work as one from anywhere — so you can keep your customers happy everywhere.

Salesforce unites your marketing, sales, commerce, service, and IT teams from anywhere with Customer 360 — one integrated CRM platform that powers our entire suite of connected apps. With Customer 360, you can focus your employees on what's important right now: stabilising your business, reopening, and getting back to delivering exceptional customer experiences.

Verint

Verint helps organizations adapt to the future of work, eliminate the inefficiencies created by organizational and data silos, and consistently deliver differentiated experiences at scale.

Our solutions help iconic brands close the gap created when they lack the resources required to deliver experiences that fulfill customer expectations.

Closing this Engagement Capacity Gap helps them build lasting relationships with customers and drive real business results.

Quips from 2022 Industry Excellence Award Winners

How did you find your way into this industry?

I joined the Contact Centre industry as a Customer Care Professional back in 2002 upon completing my degree in Bachelor of Business Administration from the University of Tasmania. This first job paved the way for me to continue in the industry in the last 20 years as it has opened many opportunities for me to grow upward from one position to another, learning all the needed skills, knowledge and expertise that has led to my current position today as an Inbound Contact Centre Manager.



Loraine Lingam
Maxis Berhad
Best Contact Centre
Manager (Inbound)

What are the top three things you've learnt in your journey as a contact centre manager?

Firstly, I think it's important to listen and allow your staff to provide honest feedback with regards to your leadership. It's not always going to be easy to cope with negative information, it's tough to hear negative things about yourself. But by receiving those feedback it allows me to have a world view of my staff's perception regarding my values, personality, emotions and how my actions can affect the actions of my team. With this I can manage my stress, make better decisions, and ultimately lead my team to do the same.

Effective communication, because I am responsible in driving the company's vision, hence it's important that how I communicate this vision to my downline that would inspire, motivate, and persuade my team to achieve their goals. I always like to tailor my message in a simple manner that would not confuse my people but instead gives them a clear and transparent idea of what needs to be delivered. And part of communication is listening. As the saying goes "communication is a two-way street". I always like to take a pause to allow opportunity for my staff to ask questions. To allow them to bring forth any concerns or challenges without having the fear that it would be rebuked and with bias.

Practicing integrity because as a manager, we must always follow through on what you say will do even though the outcome may not be favourable. It builds trust when you behave and demonstrate integrity. Teams become better engaged and more satisfied with your leadership because they know that you will always keep to your promises, are transparent in your decision making and always displaying cautious and respectful behaviour towards everyone. Treating others with respect and doing unto others what you would like others to do to you.



Kumanan Parimalam
Webhelp Malaysia Sdn Bhd
Best Contact Centre
Manager (Outbound)

What was your background prior to joining the contact centre industry?

I started my career in IT Technical, moved into Sales and progressed into Sales Management responsibilities, and have been in the contact centre industry for 10 years now.

How did you find managing a team during the last two years?

The last two years have been a great learning cycle for many of us, similarly I had my own set of challenges especially in remote people management. Below are several challenges and solution we put together to overcome this matter.

• Communication

Communication is the key to success when working with remote teams. It's critical to gather input from all members and to know what each person is working on. When teams work remotely, it isn't always easy to foster open communication. Traditional email marketing often seems like a formal tool that doesn't enable quick conversations.

Solution: We created a dedicated place for communication between the team via WhatsApp and WebEx team. These tools foster two-way communication, remote workers felt connected to one another.

• Tracking work and productivity

Tracking hours and completed task we do not clear at the beginning of WFH era. It's hard to know if someone is being underutilised or is not pulling their own weight when working remotely without an understanding of their productivity.

Solution: We establish ways to track productivity for all employees, by setting up metrics for how much work is expected to be completed each day, such as: Total outbound call, total talk time, total successful calls (above 2mins), total qualified leads, total activity on SFDC and total emails sent.

• Building trust

Building trust is difficult for remote managers and team members. Managers worry that workers aren't completing work, while workers have a range of concerns, including whether they'll be paid on time (or at all, in some cases). Being transparent can help to build trust for all parties, especially when working remotely.

Solution: Being transparent about: Working hours, Project expectations, Pay (Commission/Incentives/Spiffs), Payment timelines and Status updates on project. In terms of expectations, we were honest about the workload to our agents and the benefits that comes as a package.

Quips from 2022 Industry Excellence Award Winners – Continued

How long have you been working in the contact centre industry and what is it that makes this industry special?

I have been in this CC industry for almost 20 years and this industry is special as we evolve every day, from embracing new ways of working coupled with digital innovation and pacing it with ever changing customers expectation. This has allowed me to elevate my skills to where I am currently.

Can you name some of your heroes and tell us why they are your heroes?

My Father is my first hero – he was the sole bread winner for the family & he never shared the struggle he was going thru. A great motivator who continuously encourage us in anything that we do. His advice to us “never forget the path where you come from and treat everyone with respect”– this has been very close to my heart which I believe made me to who I am now.

Please tell us about a situation where you had to harness your inner hero and what inspired you at that point of time.

Humanity – this was the steering force. Pandemic was a real test for everybody, everyone was rushing for fast and accurate information at the same time – recognizing my role in helping Malaysian fight through the pandemic served as a catalyst to go further every day !!

If there's anything you could do differently, what would it be, and why?

Making more information available to the public by working better with relevant stakeholders, with a clear structure This was indeed a challenge as we were all going through it for the first time.



Sheela Tangaraju
TM One Business Services
Hero Award



Technology has transformed employee training and development in the light of technology enhancement. Companies are revolutionizing how they train their employees to serve and meet the demands of customers, in short customer success. Accordingly, COPC has introduced modern methods that are efficient to increased employee productivity. Though the internet has a plethora of information, COPC trainers who are HRDC registered have prepared learning materials from a broad range of rich sources including experiences, surveys, and analysis to enhance employers' best ways towards servicing customer, managing word-class customer experience operations, and providing creative techniques used by esteemed industry leaders towards providing value to a business.

We welcome you to COPC's First Quarter Schedule below:

COPC® Service Journey Thinking (SJT) Training

Date : 12.1.2023 – 13.1.2023 (2 DAYS) – Click [HERE](#) to book

COPC® Best Practices for Quality Management (BPQM) Training

Date : 9.2.2023 – 10.2.2023 (2 DAYS) – Click [HERE](#) to book

COPC Best Practices for Vendor Management Organizations (VMO)

Date : 20.2.2023 – 3.3.2023 (10 DAYS) – Click [HERE](#) to book

COPC® Best Practices for Customer Experience Operations (BPCXO)

Date : 27.3.2023 – 7.4.2023 (10 DAYS) – Click [HERE](#) to book



Freshworks powers Southeast Asia's leading brands

Freshdesk makes it super-easy to delight customers with effortless omnichannel experiences. Here's how some of Southeast Asia's leading brands use Freshdesk to engage in more meaningful conversations every day, across every channel, with every customer.



7-Eleven Philippines resolves 98% customer tickets within their SLAs using Freshdesk

[Read the story](#)

ZALORA

Zalora saw a significant reduction in abandoned carts and 75% of their customers become repeat shoppers.

[Read the story](#)

SUPARA▲

Supara Group, Thailand's leading retailer, have reduced their email queries from a few thousand to 320 per day with intuitive bots.

[Read the story](#)

KLOOK

Hong Kong based travel booking platform, Klook saw increased customer retention by 40% with WhatsApp notifications



Future of CX for Customers of the Future

The story about the ICT industry changing extremely fast is very old now. We are all witness to this relentless march of technology, where disruptions continue to redefine the market landscape each passing day. Not surprisingly, companies must assess their future readiness at every instance. As new technologies redefine customer behaviour and consequently how they engage with businesses, managing Customer Experience or CX holds the key to long term business success.

While predicting the future is hard, future-proofing your CX is even harder. Provided you are aware of the nuances involved. A comprehensive customer experience platform that covers all your CX demands holds the secret to success. As the emerging market's leading full stack customer engagement platform and business-focused virtual telecom operator, we are happy to share how we help our customers stay ahead of the CX disruption curve.

Framework to future-proof CX

- **Integrated channels** - In a single-vendor architecture, apps, bots, and humans tend to coexist harmoniously. Often, data is scattered across multiple channels, making it difficult for stakeholders to visualize the engagement as it is. On top of this, siloed communication results in a longer TAT and skyrocketing costs. To overcome this, the unified engagement stack of Nubitel CX powered by Exotel came into place to bind all the agents' touchpoints, optimize self-service, and leverage bot capabilities. This way, visibility is improved, trust is built, and efficiency is maximized.
- **Intelligent Conversations** - In this day and age, having "non-intelligent" conversations with your customers costs a fortune. Approximately 60-80% of the queries that come in are repetitive, and when agents spend time on it, it consumes agents' time and costs. Centralized bot journeys are the key to digital CX and transformation, where they can serve as the first line of defence for businesses.
- **Connected data** - No more hassle when all the data is not just in one place but offers a better context for the agents. Ultimately this helps save time, and in the longer run, the bots will be trained to go about without any supervision.
- **Unified Cloud** - With the cloud comes agility in terms of implementations and experimentation. A common saying that "Test fast, fail fast, enhance CX faster" is so true when implementing a unified cloud solution for your business.



We start the year with this member only webinar presentation by HRDC, Breaking in HRDC Claim Methods Confirmation on the 11th of January 2022.

Topics covered in this session includes the following: -

For Employers:

- What is Allowable Cost Matrix (ACM)
- How to submit grant application for HRD Corp Claimable Course
- How to attend grant query HRD Corp Claimable Course
- How to submit claim HRD Corp Claimable Course
- How to attend claim query HRD Corp Claimable Course
- Q & A Session

For Training Providers:

- What is HRD Corp Claimable Course
- How to submit course registration
- How to attend query HRD Corp Claimable Course
- How to submit claim HRD Corp Claimable Course
- How to attend claim query HRD Corp Claimable Course
- Q & A Session

Registration is free but seats are limited!

To join in, click [HERE](#)



Join this session to learn from experienced AI specialists who will share how to adopt, operationalize, and drive value from AI through proven use cases that involve low-effort implementation and result in an immediate impact on cost savings and customer experience. We'll discuss how to:

- Form a strategic vision for AI that addresses the business outcomes you need.
- Incorporate AI into your everyday operations for a faster and more frictionless customer experience.
- Predict and prepare for customers' future needs to make customer journeys more efficient.
- Empower agents by providing answers at their fingertips to resolve issues quickly.
- Do more with less by lowering your cost per contact while increasing customer self-service rates.

For join in the webinar, click [HERE](#).

From the desk of the ED



Manju Thavamoney

Seems like we just welcomed 2022. How has the year gone by so swiftly? Would you agree that when one is occupied and enjoying what one does, the months roll by ever so fast!

We started the year with hope for a better turn of things to come and sure enough, our prayers were answered. Restrictions got lifted, and borders opened, making way for CCAM to plan and run many activities.

2022 has been a gratifying year for CCAM. Whilst in 2021 we held only virtual events; we took bold steps to hold a mix of virtual and physical events in 2022. The physical events were well received, as seen by the huge crowds there.

Together with the CCAM Executive Committee, the Secretariat team has put in much effort to make all the events a reality, thank you all!

2023 is now upon us, brand new ideas are being crafted as we speak. Members can expect the three flagship events i.e. National Contact Centre Conference, The Industry Excellence Awards & Gala Dinner, The CX Summit, and more coming your way. The calendar of events will be up on the CCAM website – www.ccam.org.my before the end of January. Watch out and block your calendar for some of these events.

We would love to hear from you about your experience with CCAM, so please take a couple of minutes to fill out this survey: <https://forms.gle/MtqgFyuiL4kDY7ULA>

Wishing all our members a successful and prosperous 2023! And to our Chinese friends and colleagues, Gong Xi Fa Cai! May the Rabbit bring golden carrots to all!