

Making Connections

Greetings from CCAM,

New Year is one of those pivotal moments. As we start the New Year of 2022, I would like to thank all of you for your support in the past years. Thank you for your ongoing commitment, support, advice, and patience as we continue to refine and improve our offerings and service. This year will be one of reinventing and solidifying the strong CCAM foundation that was created in 1999.

Without your loyalty and support, we would not be able to continuously provide our members with valuable benefits and actively develop our industry.

For our current and prospective members, I want to assure you that this Association is at the forefront of our ever-changing business world. The CCAM Team plans to grow with you and continue to provide nothing less than the best.

While it's been a challenging 2 years with the pandemic, CCAM continued to support the growth of Malaysia as a contact center 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.

I am looking forward to all of you, our members, for your continued support for all our events and the initiatives we take to grow our industry to be bigger and better over the years. Visit the CCAM website for the 2022 calendar which is being filled with another outstanding year of great programs and professional development programs and engaging activities for everyone.

Here's to the next exciting chapter of 2022!



Raymond Devadass
President





This year is the year of Water Tiger. The Tiger year promises confidence and good energy to everyone. Tiger is a symbol of strength and braveness. This year would be the year that will enliven us to take charge of our lives and grow into the person we want to be.



Billions of red envelopes (Hongbao) are exchanged

Red is the most popular and favorable color in Chinese culture. Red envelopes is traditionally given out from older to younger, or working adults to younger family members, as a symbolism of sending good wishes and blessings to the receivers.



The festival is celebrated for 16 days till the Lantern Festival

Traditionally, the 16 days of Chinese New Year is celebrated from Chinese New Year's Eve until the Yuan Xiao Festival (also known as Lantern Festival in many Chinese communities). Here in Malaysia and Singapore, it is also sometimes called Chap Goh Meh, meaning the 15th Night, as a way to close the Chinese New Year celebration activities.



8 March-International Women's day: Gender Equality Today For A Sustainable Tomorrow

"We cannot emerge from the pandemic with the clock spinning backward on gender equality," "We need to turn the clock forward on women's rights. The time is now." - Secretary-General of the United Nations

How can we break biases in different aspects of our lives? What do we need to create a more equal world for all?

This is the time to grab the opportunity to re-think, re-frame and re-allocate the abilities of women of today. We could benefit from the leadership of women starting from the workplace to other aspects to guide the world. Indigenous, intergenerational knowledge, practices and skills that women have are out there!

CCAM #BreakTheBias

NEW HIRE AT CCAM

Meet Syahirah,



Syahirah is our new Communication Intern, a student of Bachelor of Arts in Communication 4+0 in collaboration with Southern New Hampshire University, USA (Minor in Psychology) from INTI International College Subang. The internship starts on 3rd January 2022 and ends on 30th April 2022. It is a pleasure to have her on board and she will have a hand in almost everything we are doing at CCAM.

Meet Thivyaa,



Thivyaa is our new Awards Executive at CCAM! Having worked as a PR Executive from The Budimas Charitable Foundation, she is a media-savvy enthusiast with a great passion for event planning & management. Let's welcome her on board to be a part of our team!



MyDigitalWorkforce Work in Tech (MYWiT) - Salary and Training Incentive

MyDigitalWorkforce Work in Tech (MYWiT) incentivizes employers to hire Malaysians for digital tech and services jobs via salary and training subsidies. The incentive is funded by the Government of Malaysia to encourage employers to provide job opportunities to unemployed citizens.

MYWiT
MyDigitalWorkforce
Work in Tech

The Government of Malaysia is providing
TRAINING AND SALARY INCENTIVE
for companies and investors to hire and train local
digital talents to expand their business!

Enjoy training incentive for new digital
hires and salary subsidy of **40%** for
6 months, totalling up to **RM 23,600**

ACCELERATE YOUR HIRING FOR
LOCAL DIGITAL TALENTS NOW!

APPLY FROM NOW TILL 30 APRIL 2022*

SCAN ME FIND OUT MORE
www.mdec.my/mywit

f t i y l | mymdec

MDEC

APPLICATION
PROCESS

SUBMISSION
↓

EVALUATION
↓

AGREEMENT
↓

REIMBURSEMENT

*First Come, First Serve Basis

www.mdec.my



MyDigital initiative launched by the Malaysian Government in early 2021 has been described as a new and comprehensive approach designed to anchor the Malaysia's digital economy by 2030.

CCAM in collaboration with MDEC has conducted a series of 10 briefing sessions on MyDigital WorkForce Work in Tech (MYWiT) for our members from November 2021 to January 2022. The sessions were given an intensive view of the MYWiT incentive program that is currently being offered and the program closes on 30 April 2022.

The incentive allows employers/organizations to take advantage of the beneficial opportunity that the government offered to hire fresh graduates, unemployed and retrenched Malaysians. The program available for the jobs that are related to digital tech roles and digital business services in any industry. This initiative offers 40% salary subsidy for 6 months and training incentives for in-house, external or 3rd party training.

On 11th February 2022, our first webinar of the year in collaboration with MDEC focused on the fundamentals in talent development, rescaling the Malaysian workforce into the digital workspace and great incentives for employers and organizations.

Special thanks to the speakers from MDEC, Danesh Jothiprakasham and Nicholas Tan for sharing the insights.

CCAM Deputy President, Vigneswaran Sivalingam also shared an overview of the Association and key upcoming events and programs for CCAM members can look forward in 2022.

"Making benefits available to all"- Vigneswaran Sivalingam, Deputy President of CCAM.

Click [HERE](#) to watch the webinar!

CCAM
MAKING CONNECTIONS

MALAYSIAN CUSTOMER EXPERIENCE REPORT

Date : 15th March 2022
Time : 2:00pm - 3:30pm

WEBINAR

DR. SHREEKANT VIJAYKAR
Director of Asia operations,
APAC Region, COPC INC

RAJ CHAUDHURI
Vice president,
GSG, American Express
Exco, CCAM

covering Insights to the Growth of Customer
Experience in the Malaysian Contact Centre Industry

15th March 2022 - Malaysian Customer Experience Benchmarking Report

CCAM held a webinar to launch the first benchmarking report – 2021 Malaysian Customer Experience Report by COPC Inc.

Raj Chaudhuri, a member of the CCAM Executive Committee leading the Insights and Intelligence vertical took the opportunity to share CCAM's plan for 2022.

The COPC Benchmarking report was presented by Dr Shreekant Vijaykar, Director of Asia Operations for COPC Inc, and an industry expert thought leader, who helps companies get exceptional customer experience. He went through the insights contributing to the development and strategical growth of customer care and retention in Contact Centres in Malaysia.

Click [HERE](#) to watch the webinar!

Contact Centre Jokes!

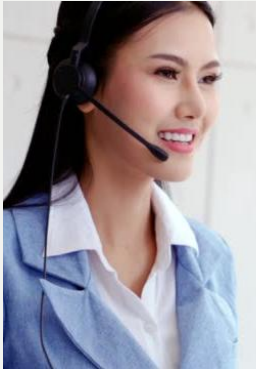


Customer: "I've been ringing your call centre on 0700 2300 for two days and can't get through to enquiries, can you help?"

Call Centre Agent: "Where did you get that number from, sir?"

Customer: "It was on the door to the travel centre."

Call Centre Agent: "Sir, they are our opening hours."



Tech Support: "Customer Support, this is David, may I help you?"

Customer: "Hello, yes, it's me."

Tech Support: "Oh, it's me too." [chuckle]

Customer: "No, Esmie. E, s, m, i, e."

Tech Support: "Oh, sorry."



The Big Reset: Customer Care to Customer Success

It's not business as usual in the evolving world of customer care. As organizations and individuals adapt to the new realities of a post-pandemic world, customer care is the center of discussion in boardroom meetings worldwide.

To grasp the full impact of "The Big Reset" on customer care, we are conducting a series of research projects. In the first project, we studied a large cohort of Malaysian consumers to understand their conception of customer care. We were intrigued by what we found.

Post-Pandemic Customer Care

Consider how vital customer care is to an organization's bottom line. Respondents across groups and ages cited poor customer care as the reason they left brands and businesses behind.

51% - 67% of respondents in each group recently stopped using a product or service because of poor customer service. When we apply this rate across Malaysia, 16.9 million Malaysian adults stopped using a product or service because of poor customer service.

The Silver Lining

A staggering 79% of Malaysian customers (nearly 4 out of 5) said they would pay more for a product or service if they knew they'd receive world-class customer service.

Research reveals a considerable advantage to focusing on customer care.

Taking a customer-centric approach enables you to form niches and develop profitable go-to-market strategies that have long-term sustainability- instead of just cutting costs.

Organizations are waking up to the advantages of competing in customer experience and differentiating themselves in an increasingly competitive and commoditized market.

Defining Customer Care in Malaysia

Finally, let us decode what customer care truly means for Malaysian consumers. As with other regions, "query and issue resolution" tops the list. Beyond the foreseeable importance of issue resolution, Malaysian customers cite "fair and honest treatment" as the most important part of customer care, ranking it above "a quick and easy process."

Our finding means that organizations can use visibility and transparency as a lens for reviewing current customer access strategies, technology spending and processes. Taking initiatives that lead to more visibility and transparency for the customers ultimately reduces efforts and builds trust.

Creating a seamless and evident process leads to customer success. You will reap the rewards with more business, higher revenue and customer loyalty. In effect, "The Big Reset" has been a long time coming. Organizations have to transform "Customer Care" to "Customer Success" to win in a customer-oriented environment.



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

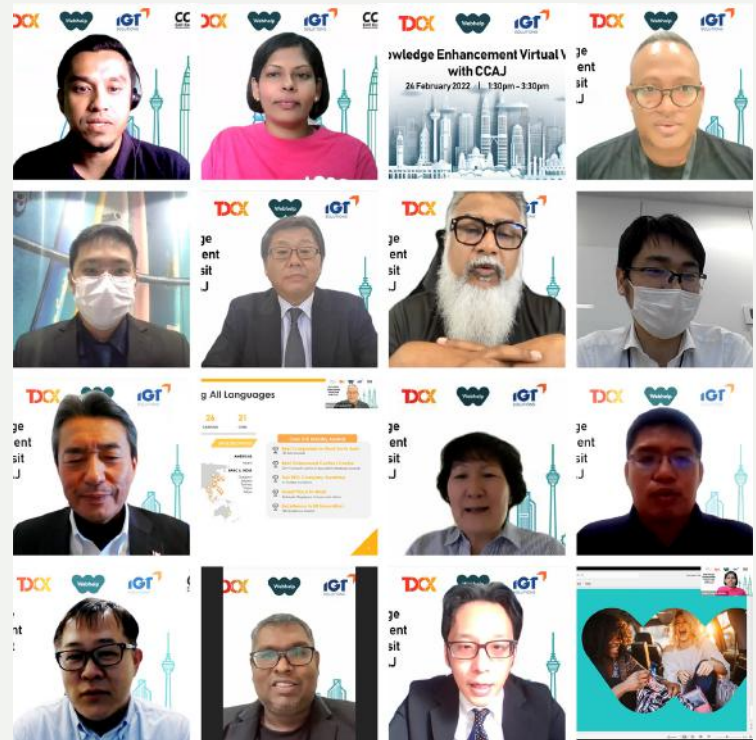
Supara Group, Thailand's leading retailer, have reduced their email queries from a few thousand to 320 per day with intuitive bots.

[Read the story](#)

KLOOK

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

We're offering an exclusive discount for CCAM members on Freshdesk. Get in touch with umesh.naraindran@freshworks.com for a personalized 1-on-1 consultation.



Knowledge Enhancement Virtual Visit with CCAJ

On 24 February 2022, Contact Centre Association of Malaysia (CCAM) and Call Centre Association of Japan (CCAJ) held an inaugural webinar on Knowledge Enhancement Sharing.

Over the course of the past two years, the world has witnessed a number of infectious disease outbreaks where employers, workers, and their organizations face enormous challenges as they try to combat the COVID-19 pandemic and protect safety and health at work.

Today, as a company, this is significant as ensuring safety and health at work is indispensable in the management of the pandemic and the ability to resume work.

TDCX Malaysia, Webhelp Malaysia, and IGT Malaysia delivered excellent sharing on COVID-19 countermeasures, work from home management, employee engagement, and how they transformed their operations when the pandemic hit.

Both the Presidents of CCAM, Raymond Devadass and CCAJ, Hidenori Hasebe also gave a compendious speech.

Click [HERE](#) to watch the webinar.

CC - APAC



Andi Anugrah

Chairman ICCA
Founder/Owner PT Telexindo Bizmart

Leaders Talk CC-APAC: ICCA Awards Go For Platinum

+62-811-807-5599 @ccapac_org www.cc-apac.org

The ICCA Awards 2022 program entered its 16th year of an annual award event. The tagline "Go For Platinum" exclusively chosen to give different aura to other competitors other than use the word "Gold". Around 2009 or 2010, the tagline was used due to the committee wanted to choose 4 winners, however, there were only Gold, Silver and Silver. The word "Platinum" occurs as a solution provided by the committee.

The history of the name changes from ICCA Awards explained by Andi Anugrah.

Click [HERE](#) to watch the webinar.

Contact Center as a service (CCaaS) is an option for an on-premises call center. It sets an all-inclusive communication solution focused on scalable customer experience. CCaaS software solutions have been used by businesses to launch a contact center without any hardware.

Hence, CC-APAC discussed more CCaaS Implementation Strategy with contact center leaders in the Asia Pacific region.

Click [HERE](#) to watch the webinar.

Contact Center Asia Pacific Leaders Talk



CC-APAC Leaders Talk "Contact Centre As A Service Implementation Strategy"

Friday, 18 February 2022, 16:00 - 17:30 Jakarta Time

Contact Center as a Service (CCaaS) is an alternative to an on-premises call center. It packages an entire communication solution focused on scalable customer experience. Businesses use CCaaS software solutions to launch a contact center without any hardware. A CCaaS solution streamlines every customer touchpoint into a single platform. These interactions include phone calls, live chat, email, support tickets, and text messages.



Kenneth Chong

Chairman of CCAS Singapore
Amazon Web Services
ASEAN Partner Segment Lead



Andi Anugrah

Chairman of ICCA Indonesia
Founder / Director Telexindo Bizmart

Contact Center Asia Pacific Leaders Talk



CC-APAC Leaders Talk "Data Science and Data Analytics in Contact Center"

Friday, 4 March 2022, 15:00 - 16:30 Jakarta Time



Manish Shah

Vice President SE Asia Verint
Customer Engagement Solutions



Andi Anugrah

Chairman of ICCA Indonesia
Founder / Director Telexindo Bizmart

Fast innovation in artificial intelligence and analytics is influencing the future of customer engagement. Real business outcomes keen on transforming AI ideas.

Find out how you can generate differentiated customer experiences at scale, alter processes to collect and analyze interaction data, and how design experiences that are linked, measured, and analyzed.

Click [HERE](#) to watch the webinar.

Welcome New Members

Sinch Malaysia Sdn Bhd

Sinch Malaysia Sdn Bhd brings businesses and people closer with tools enabling personal engagement. Their leading cloud communications platform lets businesses reach every mobile phone on the planet, in seconds or less, through mobile messaging, voice, and video. Their global headquarter is in Stockholm, Sweden, and they have a local presence in more than 30 countries.

Manulife Insurance Berhad

Manulife Insurance Berhad provides financial advice, insurance, and wealth management solutions for 130 years and Asia has been their home for more than 115 years.

They drive social initiatives covering footprint to foster resilience in communities, with excellence in products, services, and community investments.

Mindpearl Group Sdn Bhd (Support Services Group)

Mindpearl Group Sdn Bhd, now known as a Support Services Group company, they are a BPO company specializing in multilingual contact centre services.

Acquired by US-based Support Services Group in 2020, and supported with capital infusion and added technology, the organization is now made up of 10,000 world-class talents across its contact center locations in 10 countries.

Sutherland Global Services Malaysia Sdn Bhd

Sutherland Global Services Malaysia Sdn Bhd provide detailed information such as company registry information (SSM, ROC, and ROB, including extensive coverage in East Malaysia), banking payment history, litigation, and trade reference to help you decide whether to extend credit or conduct business with this company.

ITApps Sdn Bhd

ITApps Sdn Bhd brings substantial industry and technical expertise to help companies deliver the superior customer experience through faster, smarter, and more agile omnichannel customer service interactions.

Pengurusan Air Selangor Sdn Bhd

Pengurusan Air Selangor Sdn Bhd is a leading water services provider and largest water operator. They thrive to bring joy to you every day through every drop of water that they supply. When you experience water, you experience joy, you experience Air Selangor.



LIFE AFTER COVID-19 HOW TO THRIVE IN THE “NEW NORMAL”



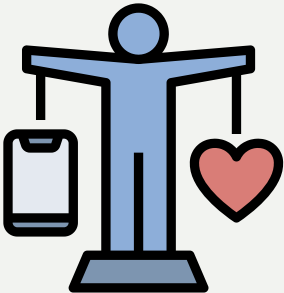
1) Follow enforced guidelines for everybody's safety

Wearing masks, social distancing, and proper hand hygiene may tend to be a nuisance for some, but protecting ourselves is protecting our family and the community. When vaccines become available to everyone, people may still be expected to act accordingly and responsibly for an extended period.



2) Seek help

It is normal to feel anxious sometimes, a heightened sense of anxiety, stress, or even loss of appetite should be handled with care. It is easy to misunderstand one's emotions towards changes and challenges, especially during largely uncertain times as we are in today.



3) Be accustomed to a digital life

The new normal has forced most people to move into digital, from zoom calls for family catch-ups and business meetings to contactless food deliveries in an effort to stem the spread of the virus.

GETTING KNOW THE EXCO THOUGHTS ON LEADERSHIP

Q: WHAT ARE THE MOST
IMPORTANT ATTRIBUTES OF
SUCCESSFUL LEADERS
TODAY?



Pamesh Kuma

Q: WHO DO YOU LOOK UP FOR
INSPIRATION OR
MENTORSHIP?

A: PRACTICE WHAT THEY PREACH,
BEING TRUSTWORTHY, BEING
PASSIONATE ABOUT WHAT YOU DO,
COMMUNICATE EFFECTIVELY &
MOTIVATE AND TOLERATE MISTAKES

A: MY IMMEDIATE SUPERIOR &
LINKEDIN LEARNING IS
ANOTHER GOOD PLATFORM

Q: WHAT QUALITIES ARE
LACKING AMONG TODAY'S
LEADERS?



Robin Chen

Q: HOW DO YOU CONTINUE TO
GROW & DEVELOP IN YOUR
CAREER?

A: EACH LEADER HAS THEIR OWN
STRENGTHS AND CHALLENGES. WHAT IS
IMPORTANT IS FOR THE LEADERS TO
RECOGNIZE THE 2 ENDS OF THE
SPECTRUM TO CONTINUE DRIVING FOR
EXCELLENCE

A: LEARN FROM OWN MISTAKES AND
OTHER PEOPLE'S SUCCESSES. GIVE
EVERY OPPORTUNITY A
CONSIDERATION AND CHALLENGE
MYSELF

LEARNING EXCHANGE (LEX)

The Contact Centre Association of Malaysia is excited to rollout a Learning Exchange (LEX) that will further accelerate what is already a buzzing industry here in Malaysia.

After a year long evaluation and care, we have created a platform for Learning & Development with 5 new partners to become the pioneer batch in CCAM's Learning Exchange (LEX) along with our Industry Knowledge Partner, COPC Inc. Happy to welcome TACK TMI, Global TNA, The Ten X Group, Yellow Shorts Consulting and Think Codex as our new partners in this new journey.

CCAM's Learning Exchange (LEX) will make available skills & competencies that are relevant in an affordable way. These initiatives will stay in line with benefits guided by both MDEC and HRDF.

Do look out for co-branded trainings by the Association and some very relevant & curated skill development programs by our partners.

Watch this space.

Click [HERE](#) for more partner and training information.



The 11th National Contact Centre Conference (NCCC) in Malaysia, organised & operated by the Contact Centre Association of Malaysia (Official) is returning this June.

The NCCC series comes on the back of a strong legacy, a rich history and lots of wonderful memories. As looking back at the many photos in the archives to feel nostalgic all over again, more so after having chaired the recent five annual sessions.

The Conference itself accumulates and spotlights best practices, new trends & innovation within the robust & fast growing contact centre industry here. Having a diverse mix of leaders from in-house corporate with outsource & shared services as well as suppliers & service providers coming together makes the NCCC truly a rich & very progressive engagement.

At the NCCC, content has been king but making connections has been the key!

So what will NCCC 2022 be looking like? Virtual? Physical?

Hybrid? Future trends? Reflection from the learnings during the pandemic?



In 2022, CCAM is bringing its members a series of virtual knowledge enhancement visits to encourage sharing and learning from one another.

We will kick off our first virtual visit with American Express, winner of the Corporate Award at the recent 2021 CCAM Industry Excellence Awards.

Join the session to learn more about what they do as an organization, and their secret to success in providing the best customer experience every day.

Do not miss out, click [HERE](#) to register now!



CCAM
MAKING CONNECTIONS

CCAM 2022 INDUSTRY EXCELLENCE PRE-AWARDS BRIEFING!

Date: 31st March 2022
Time: 3:00 PM - 4:30 PM
Link: Zoom Webinar

Registration is Now Open

+6011-5430 5466 | awards@ccam.org.my

Shout out to all organisations and professionals of the Malaysian Contact Centre Industry! CCAM is thrilled to be back with its 2022 Industry Excellence Pre-Awards Briefing!

We are all set to recognize and reward your outstanding performances from all sectors of the contact centre industry this year. This is indeed the break where you'll need to shine, as we step up our standards in promoting your achievements to regional level recognition within the Asia-Pacific region.

Gear up your teams and join us LIVE this 31st of March 2022 to learn more and register your nominations!

Sign up by click [HERE](#)

You may also reach out to us via WhatsApp at +6011-5430 5466 or email to awards@ccam.org.my for further information.

QUIPS FROM 2021 AWARDEE



Shoba Tawamany
Best Contact Centre Trainer
- Aspire Services Sdn.Bhd

Q : What is the experience you have gained through your participation in CCAM Industry Excellence Awards?

A : Participating in CCAM allowed me to really take the time and reflect on all the challenges I've endured, achievements I've made and goals I've achieved. It allowed me to realise my own strength and resilience. In addition to that, it is such an educational experience, especially during the CX Summit Event which allowed me to learn from some of the top leaders in the industry about their strategies and resilience during the Covid pandemic.

Q : Would you look forward to continue participating in CCAM's upcoming awards program?

A : Absolutely. Participating in CCAM Awards allow people to showcase their extraordinary achievements, talent, hard work and most of all, recognizes people for the successes they've achieved. It is a fantastic way to stay motivated and put myself to the test against some of the best people in the contact centre industry.

Q : What would be your advice to other trainers/professionals in the Malaysian Contact Centre Industry?

A : With great power, comes great responsibilities. As professionals in the Learning & Development community, we have the power to inspire, innovate and help individual shape their success within the contact centre industry. We should continuously strive for excellence and encourage learning in creative ways that spark excitement and retention.

Are you one of our Award Winners from the past? Come forward and share your success story with us today at awards@ccam.org.my.



The 2021 Malaysian Customer Experience Report is now here!

Enhance your knowledge further and explore a fresh insight to customer care & retention support in the Malaysian Contact Centre Industry!

For those who have missed our webinar, you may proceed to watch our recording here without further delay.

Click [HERE](#) and download your report now!



Have a shot at redeeming an exclusive FREE report worth RM 10K along with a surprise mystery gift! Wonder how?

Simply spend 30 minutes of your time and take part in the Malaysian Contact Centre Benchmarking Report Survey 2022/2023. Your participation contributes a greater value to the growth of our research in the Contact Centre Industry.

Click [HERE](#) to join the survey.

We truly appreciate your feedback and time that has been provided in this survey!

From the desk of the ED



Manju Thavamoney

CCAM closed 2021 with 2 big events, the 22nd Industry Excellence Awards, and the CX Summit 2021.

In the first quarter of 2022, we completed 2 webinars; one with MDEC on the Malaysian Digital Investment overview as well as how your organization can benefit from the MYWIT incentive program which ends on 30 April 2022.

The second webinar was in collaboration with COPC and gave a deeper insight into the Malaysian Industry benchmarking report which was presented during the CX Summit. Do visit our CCAM website if you want a copy of this report.

This year, we have rekindled the Knowledge Enhancement visits that CCAM used to organize. Our first virtual visit was with the Call Centre Association of Japan which was predominantly held in the Japanese language. Look out for the next one in April with American Express Malaysia; one of the corporate award winners at the 2021 CCAM Industry Excellence Award.

Besides the COPC certification training that CCAM has been offering to our members, we will soon bring more training with preferential rates for members under the Learning Exchange program. Keep an eye out for the announcements.

The 23rd Industry Excellence Awards will kick off with a pre-awards briefing end of March. You wouldn't want to miss this as many new categories have been added to include more job roles in the contact centre. Look out for the registration and find out more on how you can get national and regional recognition for your organization and employees.

The National Contact Conference which is in its 11th year will be back in June and if all goes as planned, you can expect a physical meeting which many of us are longing for. The 1-day event will focus on best practices, new trends, and innovation within the robust & fast-growing Malaysian contact centre industry. More on this will be coming your way soon.

I will highlight more of what is coming later this year in the next newsletter. One thing's for sure, 2022 is packed with activities and events throughout the year. The Executive Committee and CCAM Secretariat team is sure kept busy.

Come April 2022, I would have completed 12 full months in this role as executive director at CCAM. It's been a challenging but fulfilling 12 months and has kept me pretty busy. Looking forward to working with the EXCO in bringing more initiatives for the benefit of our esteemed corporate and, associate members as well as our sponsors.

Till the next newsletter in June, signing off.