

MAKING CONNECTIONS



CCAM is proud to announce that we are celebrating our Silver Jubilee Anniversary this year! Look out for some extra special happenings to mark our **25th year** and we do look forward to having the industry join us in recognising this momentous year.

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 is a strategic think-tank, an educational platform, and a progressive establishment geared towards constantly improving the caliber of industry professionals. It operates out of its headquarters in Kelana Jaya.

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

In order to evangelize the Malaysian industry and to further enhance the capabilities within our industry, the CCAM has embarked on an exciting plan to move the industry into another phase and to empower its members to be globally compatible through a series of skills enhancement, certification and knowledge pursuit programs.

The main aim of the CCAM is to bring about multiple benefits for its members in the areas of professional edification, research and development, statistical studies and Malaysia specific growth resources.



FOREWORD



Vigneswaran Sivalingam President of CCAM

On the 7th of July 2023, I was honoured to be voted in as the President of CCAM. A huge thank you to the outgoing Executive Committee, and my predecessor, Mr. Raymond Devadass for paving the way.

Since then, it has been a wild ride indeed!

Within the first few months of becoming president, we had CCAM's 24th Annual Industry Excellence Award in grand style. Then, at the end of November 2023, we had the major milestone of hosting the delegates from CC-APAC, a regional collaboration that includes Australia, China, Hong Kong, Indonesia, Singapore, Taiwan, Thailand, and of course, Malaysia. This was a great opportunity for us to strengthen regional ties and to create a platform where we can all learn from each other.

CC-APAC festivities led to our biggest CX Summit to date. More than 500 delegates graced the halls of the Sunway Resort Hotel for two days of learning opportunities from international experts as well as local industry thought leaders, along with updates on the latest and greatest technology and business solutions.

2024 saw even more accomplishments including:

- Introduction and Dialogue with the Honourable Minister of Digital, YB Gobind Singh along with nine other associations under the Digital agenda to help in the ambition of the new Ministry.
- The Lunar New Year Networking session on 29th February with members and partners helped kick-start our 25th Anniversary Silver Jubilee celebrations - kudos once again to our project leads from the Executive Committee, Jusri Ong and Celine Chan.
- The Community Engagement pillar was launched with a well-attended event and a fun "Bomb Battle" on 2nd March. A huge thanks to our Engagement champion in the Executive Committee, Kevin Christie.
- CCAM hosted visiting delegates from the Hong Kong Contact Centre Association (HKCCA) on 27th Feb to strengthen the regional alliance of CC-APAC Association. My appreciation to our Executive Director at CCAM, Manju Thavamoney for the true Malaysian hospitality and best of learning experience for our visitors
- Completion of MoU with GITC on TVET opportunities, under the purview of the Ministry of Home Affairs.

And that's CCAM just getting started!

As March kicks off, we have so much more to come including:-

- The launch of CCAM's Annual Industry Excellence Awards 2024
- Announcement on the National Contact Centre Conference (NCCC) 2024
- Progress understanding and partnership with Malaysia Digital Economy Corporation (MDEC) to how CCAM can contribute into the digital economy of Malaysia
- Complete Association Partnerships that will benefit Industry Development as well as create Membership value
- Expand our Community Engagement program into worthy CSR causes
- Explore Talent Management and Skills Development with relevant government programs and partnerships that can improve employment in the country and standards of operations in the industry
- Introduce opportunities in Wellness to the industry through a curated program by the Association.
- Start early planning for our Gala Dinner and Anniversary celebrations in September and the hugely popular Customer Experience (CX) Summit in November

As we move into the month of Ramadan, we recognise the challenges and the blessings that comes along with it. With lots to do, the CCAM Executive Committee and Secretariat recognise there is no one silver bullet but actual hard work is required to ensure #ccam25 is to glow like good silver.

The Contact Centre Association of Malaysia's Annual General Meeting

Friday, 7 July 2023 | Le Meridien, Petaling Jaya



The Annual General Meeting in 2023 was an important one for CCAM as we bid farewell and thank you to our Executive Committee of 2021 to 2023 and voted in our Executive Committee for the years 2023 to 2025.

It is with a great amount of gratitude that we bid farewell to our Executive Committee who have held their positions from 2021 to 2023. What an amazing job they've done throughout what could possibly be one of the toughest periods of our time.

INTRODUCING THE ELECTED
EXECUTIVE COMMITTEE 2023-2025



Robin Chen
Honorary Secretary



Tommy Ng
Vice President



Vigneswaran Sivalingam
President



Celine Chan
Deputy President



Raj Chaudhuri
Honorary Treasurer



Buvaneswaran Segaran
Executive Committee



Fatimah Hussein
Executive Committee



Jusri Ong
Executive Committee



Jasmindar Kaur
Executive Committee



Kevin Christie
Executive Committee



Marco Malupa
Executive Committee



S. Thilakavathi
Executive Committee



Dato' Zuhri Iskandar
Executive Committee



Raymond Devadass
Immediate Past President



A Note From The Immediate Past President

A handwritten signature in black ink that reads 'Raymond Devadass'.

Raymond Devadass

Past President of CCAM

I am filled with gratitude for the privilege to lead and serve. I would like to thank the CCAM Office Bearers and Executive Committee who have worked closely with me in the last few years for their dedication and their tireless contributions.

The baton has been passed and as I hand over the reins, I am filled with pride and confidence, knowing that CCAM is now in capable hands. Vigneswaran Sivalingam has served alongside me as Deputy President. He is a dedicated pillar of this industry and I have no doubt in my mind that he will be able to lead the Association and Industry forward into the next phase. With a fresh vision and unwavering determination, the new team is poised to take the Association to unprecedented heights. Their passion for growth, inclusivity, and innovation will undoubtedly lead the industry towards bigger and stronger outcomes. To them, I extend my heartfelt wishes for success and fulfillment in their endeavors.

As one chapter ends, a new and exciting one begins for me. I can't help but feel a surge of gratitude and excitement for what lies ahead. I step into the role of Immediate Past President and will continue to serve this industry and the Association as an advisor to foster new partnerships, bring continuity and to see through the some of the initiatives that we started.

I look forward to working with the new team as we continue to drive our beloved industry into the future. The story of a thriving industry fuelled by passion, innovation, and leadership excellence must continue!

The path of leadership is not always easy, but the true test lies in recognising the right time to step aside and pave the way for succession to new and capable leaders. After serving for 2-terms, 7th of July 2023 marked the end of an incredible journey for me as the President of the Contact Centre Association of Malaysia (Official).

My time as a President of CCAM has been a transformative experience, filled with change, opportunities, and growth. We embarked on a mission to foster inclusivity, ensuring that everyone who works in our industry thrives. The journey was not without challenges, but with unwavering support from our members and stakeholders, we accomplished remarkable milestones.

Less than a year after taking office, COVID- 19 hit us, and hit us hard it did. We braved through the storm. What was a tremendous challenge initially, became the disruptor to propel our industry in Malaysia into the next phase. Together with constitutional reforms, we fortified our governance and commitment to transparency, setting the stage for a sustainable future. Our association's prominence grew, forging strong relationships with the government agencies, and other industry bodies.

Thank you to our out going Executive Committe Members:

- Charanjit Kaur
- Chiew Sin Kwang
- Jasmindar Singh
- Adi Nasreen



Modern Customers Call for Modern CX Processes



In June 2023, Verint launched its Open CCaaS Platform™ which provides organizations with the foundation to choose the right path for their contact centers now and in the future. Unlike older telephony-focused solutions, this open platform enables brands to leverage open solutions for increased automation and CX improvement across channels – all whilst lowering operating costs.

Verint is a strong advocate for the evolution of open platforms that augment human workers with specialized AI bots to address the industry's challenges. The platform's Engagement Data Hub, which is architected at the core of the platform, unifies data from various contact center sources, while Verint Da Vinci AI provides AI capabilities for agents. A team of specialized bots have been trained to perform unique customer engagement tasks such as containment, forecasting, compliance, agent coaching, and interaction wrap-u, brands can evolve their contact centers at their own pace.

Learn how customer feedback, employee engagement, AI and automation come together to build the customer experiences of the future. Click here to download the [“Modern Customers Call for Modern CX Processes”](#) report.



11 best practices for creating effective call center IVR surveys

IVR surveys are some of the quickest, easiest methods for collecting high-quality data about your customer's experience. There's no question that customer feedback is crucial for optimizing workflow in a contact center.

The question is how you can get that data, and how you can ensure that it's accurate, actionable, and low-bias.

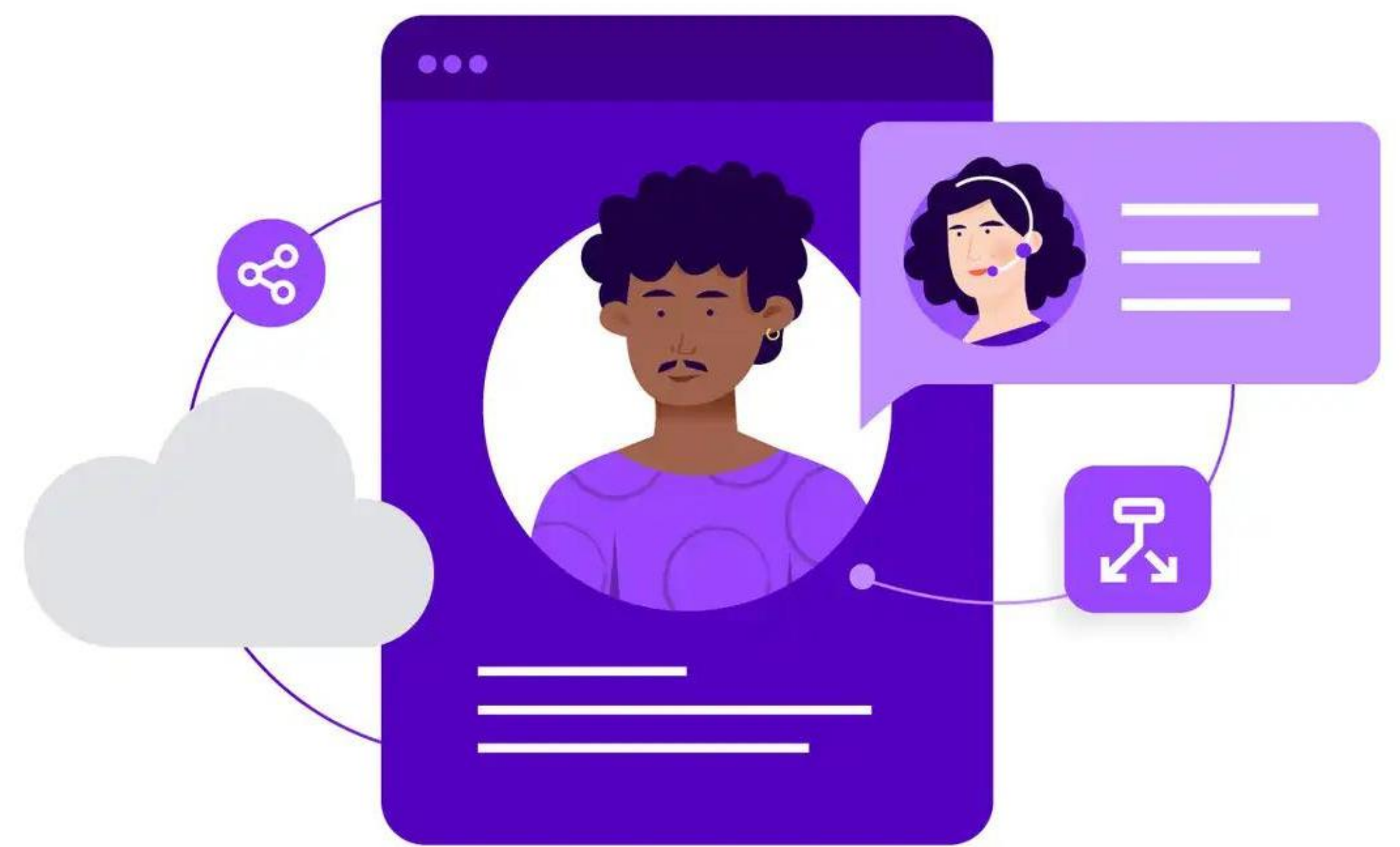
Accuracy and bias come into play not only with the system you choose, but also with the way you word your questions and the options you give for responses. Actionable data, on the other hand, requires each person in your contact center to have access to customer feedback.

What is an interactive voice response (IVR) survey?

First, a quick refresher on IVR surveys. IVR stands for interactive voice response; IVR surveys are automated phone surveys that allow customers to use their telephone keypads or voice to respond to survey questions.

An IVR system will most commonly conduct surveys post-call, as an alternative to agent-administered satisfaction surveys. The key benefit to post-call IVR surveys when compared with online surveys is timing. The interaction with the agent is still fresh in the customer's mind, and there's no chance the caller will have had a second interaction prior to the survey.

This means when you collect data, it's crystal clear which interaction that data is referring to.



How contact centers are using IVR surveys.

To increase customer satisfaction and loyalty, modern contact centers enhance agent training, implement company-wide customer-centric policies, monitor agents, analyze KPIs, and provide personalized feedback.

There's just one problem. Unless you ask your customers, there's no way to know whether all these actions are making a difference.

Some contact centers try to collect information on the customer experience using agent-administered post-call voice surveys. This has two glaring problems. First, it's much more time-consuming and takes away time that could be better used to service. Second, it introduces response bias. Most customers will hesitate to give agents negative feedback directly, making it difficult to collect accurate data.

IVR surveys are an optimal way to collect feedback on the customer experience since the system can neatly sidestep both problems.

The Difficulty of Making Things Simple

This is part of a series of posts about operational performance, customer success, and decision-making, as well as more general topics about work and life. Some of these are published earlier elsewhere, and the newsletter [#zenofbusiness](#) is designed to bring these together for you.

It is great to be back after a hiatus. The ideas in today's article first appeared almost exactly a year ago in my presentation at the National Contact Centre Conference 2022 in Malaysia, hosted by Contact Centre Association of Malaysia (CCAM). Over time, these ideas have taken a life of their own, and I found that the main principle in this article is useful to several of my colleagues, clients, and friends in different situations. Hopefully, you will find it interesting too.

It Takes Efforts To Make Things Simple But It Is Worth It

Last year when I presented [COPC Inc.](#) research at a conference in Malaysia, I built my talk around this statement. It takes a lot of efforts to make things simple, but it is totally worth it. The principle seems to work for almost all situations, both in personal and professional arenas, and once you discover it, you will find it to be ubiquitous, all over, everywhere. Let us look at this in a little more detail, and for that, we will go from bottom to up.

“Worth It”

One of the things that organizations across the world seem to focus on, especially in customer experience, is the reduction of customer effort. Why is that? It is not because some consultants (like me!) keep talking about it. Sure, there are reports and studies by [CEB](#), [now Gartner](#), [Forrester](#), and by us too. But there is an inherent worth to making things simple. People like simple. People like less effort. And, as the world moves to a new level of existence post the pandemic and coming back to offices and settling into the new ‘normal’, people are also ready to pay a little extra for this ‘less effort’.



The inherent worth of ‘simple’ is evident in personal experiences too. When the going gets simple, one has less stress. Which is one of the reasons people plan things, projects, travel, vacation. We are grateful when something gets done quickly and efficiently, whether it is the application for a new passport or a resolution of a hardware issue of our new laptop. Internet is full of life hacks that simplify things for you. Concepts like minimalism have taken root in people's psyche. People like simple, and they understand the value of it.

It is interesting to note, however, that the realization of this has yet to dawn fully for companies. 4 out of 5 consumers surveyed by COPC in one of our studies said they will be willing to pay a little extra for a product or service if they knew that they would receive world-class service as a result. On the contrary, only 2 out of 5 people surveyed from the industry believed that more than half of their customers would be willing to pay more for better experience. The gap is telling. It provides a window for the more agile players in the industry to seize the opportunity and make it “worth it”.

To read more, click [HERE](#).

VIRTUAL ASSISTANCE FOR HUMAN SERVICE AGENT TO INCREASE EFFICIENCY

The implementation of chatbot has allowed customers to self-serve in obtaining 24/7 access to your knowledge base and complete straight through processes without human service agent intervention. This same convenience must be provided to your human service agents to ensure a consistent engagement experience, across channels, is delivered to your customers.

An agent virtual assistant should be able to perform the following, on top of assisting your human service agents in accessing your centralized, updated knowledge base:

01

Detects Intent

Understand the intent of interactions in the required languages to segregate and prioritize engagement sessions for more effective routing.

Performs Tasks/Executes Transactions

Automate tasks and fulfillment for human service agents during the conversation such as schedule field service, update policy and retrieve information from multiple systems.

02

03

Suggests Responses

Recommend the most relevant pre-set replies for the detected intent to reduce response time and escalations.

A virtual assistant with the above mentioned capabilities will provide your human service agent with the help and focus in doing their best work in delivering relevant and personalized engagement experience to your customers, across channels.

Send us an email today and share your thoughts and requirements with us on what you will perceive as a successful virtual assistant implementation for your team. Email: mysales@nubitel.co

Welcome New Members

Huawei

Huawei is a leading global provider of information and communications technology (ICT) infrastructure and smart devices. With integrated solutions across four key domains they are committed to bringing digital to every person, home and organization for a fully connected, intelligent world.

Twilio

Twilio is a software company that strengthens businesses by unifying their data to build insightful paths to customers, so they're smarter with every interaction and able to outmaneuver their competition.

ZOOM

Zoom Video Communications, Inc. (NASDAQ: ZM) brings teams together to get more done in a frictionless video environment. Our easy, reliable, and innovative video-first unified communications platform provides video meetings, voice, webinars, and chat across desktops, phones, mobile devices, and conference room systems.

Hong Leong Bank

Hong Leong Bank Paywatch is a financial services company founded by brothers Richard Kim and Alex Kim. They started our journey as the only bank-backed and regulator-approved Earned Wage Access solution in Asia since 2020. Today, they're proud to have grown from strength to strength, expanding their business to Asia Pacific for large brands as well as growing brands across different sectors.

TalReso Consultancy & Advisory Sdn. Bhd.

TalReso is a professional Human Resource (HR) Consultancy and Advisory firm. We strive to provide a high standard of HR services for our clients and candidates. Our service suite covers all aspects of human capital management. We work across several specialisation areas, which makes us sought-after for our corporate HR experience and expertise. What we do and our services: Executive Search | Learning & Development | Talent Management | Employee & Industrial Relations | Walk-in Interview Specialist

International SOS

International SOS works with clients to assess the risks associated with every working environment, from a corporate office to a remote oil rig. They design robust and customised preventive programmes to protect people. When prevention is not possible, they offer 24/7 Assistance Service.

Fano Labs

Fano Labs are a leading language AI company with specialists focusing on developing enterprises AI solutions in customer services, compliance and other lines of businesses.

Touch n Go

Touch 'n Go is the cornerstone of the digital transformation within Malaysia's mobility ecosystem, pioneering a seamless consumer experience for millions of people across Malaysia. At the forefront of the Fintech revolution, every initiative enhances the way the nation works, lives and plays.

CCAM HIGHLIGHTED EVENTS



2023 INDUSTRY EXCELLENCE AWARDS

8th September 2023, Sunway Resort Hotel

CCAM would like to offer our heartfelt congratulations to the winners and participants of the 2023 Annual Industry Awards. Your continuous participants in these award is how we raise the standards for the industry in Malaysia.

We look forward to greater participation in 2024!

To view the winner list, click [HERE](https://www.ccam.org.my).



CX SUMMIT @ Sunway Resort Hotel

CCAM's biggest CX Summit to date took place on the 29th and 30th of November 2023 at the grand Sunway Resort Hotel in Sunway City, Selangor. The 8th edition of this event boasted named international speakers including Shep Hyken of the US, Nienke Bloem of the Netherlands, Simon Kriss of the Australia, Scott Friedman of the US and Dr. Shreekant Vijaykar of the India to name a few.

Over two days, not only were there numerous learning opportunities from the speakers and panel discussions but also a showcase of the latest and greatest technology from event partners Huawei, Nice, O'connors Engineering, Twilio, Genesys, NTT, ITApps, Zoom, Verint, Talkdesk, Nubitel, COPC, Freshworks, Zendesk, VLAN, Webex by CISCO, Infobip, Zoho Corp and Novomind.

CC-APAC Regional Meeting & Awards

Running alongside the 2023 CX Summit, CCAM had the privilege of hosting the CC-APAC Awards. The participating countries for this event included Singapore, Thailand, Taiwan, Hong Kong, Indonesia, Australia and China as well as our own nominees.

To view the winner list, please click [HERE](#).



10 MAY



Visits to Member Sites

CCAM would like to offer our thanks to our members that hosted us in 2023. These visits offer us a chance to have frank discussions on how we can move forward together as an industry. We look forward to meeting up with more of our members in 2024.

- 10 May 2023 – Denave
- 23 August 2023 - Projek Lebuhraya Usahasama Berhad (PLUS)
- 18 October 2023 – Young Living
- 25 October 2023 – Bonuslink
- 1 November 2023 – Sutherland Global
- 8 November 2023 – AIA Shared Services
- 6 December 2023 – MyGCC

13 JULY

CCAM Industry Excellence Awards

Hear It from the Individual Champions of 2022

Date : 13th July 2023 Time : 3:00pm - 4:30pm

LORAIN LINGAM
Best Contact Centre Manager: Inbound
Maxis Berhad

KUMANAN PARIMALAM
Best Contact Centre Manager: Outbound
Webhelp Malaysia Sdn Bhd

VIKNESWARI PANNEERSELVAM
Best Contact Centre Support Professional: Trainer
DHL Express

ABDULLAH ARIF
Best Contact Centre Team Leader: Inbound
Majorel Malaysia Sdn Bhd

Moderated by 2023's Chief Judge, George Aveling who was assisted by Awards Committee Members S. Thilakavathi and Manju Thavamoney, this webinar featured the following speakers from different organisations:

- Loraine Lingam of Maxis, winner of the award for Best Contact Centre Manager: Inbound
- Kumanan Parimalam of Webhelp, winner of the award for Best Contact Centre Manager: Outbound
- Abdullah Arif Abdul Malik of Majorel, winner of the award for Best Contact Centre Team Leader
- Vikneswari Panneerselvam of DHL Express, winner of the award for Best Contact Centre Support Professional: Trainer

8 JULY



CCAM Bowling Tournament

The first of two engagement events for 2023, we consider this as a huge success as 26 lanes were taken up at Wangsa Bowl in OneUtama Shopping Centre. Thank you to the teams that participated and congratulations to our winners for the tournament. There will be more events in the coming months and we hope to see even more of you there.



CCAM Strategy Planning Session

19 August 2023, Saturday

Once the new Executive Committee had been elected, it was time to map the road forward for CCAM, so on the 19th of August 2023, just over a month after the Annual General Meeting, the Executive Committee along with a few key members of the industry in Malaysia, held a brainstorming session to discuss how the industry and CCAM had changed in the recent years. The findings gave us insight on how we would navigate these changes going forward. This very important session was moderated by Mr. George Aveling and attended by members of the industry from diverse backgrounds. Special thank you to Mr. Danesh Jothiprahasam of the Malaysian Digital Economy Corporation (MDEC) for presenting MDEC's plans going forward and for contributing during this session.

UPCOMING EVENTS



NCCC 2024

National Contact Centre Conference (NCCC) 2024

21 May 2024 | 8:30am - 6:00pm
The Sheraton, PJ



Knowledge Partner



Gold Sponsor



Technology Partner



Industry Partner



The National Contact Centre Conference returns on the 21st of May 2024 at the Sheraton Hotel in Petaling Jaya. Join us to experience the next wave of Contact Centre and Customer Experience excitement.

To register, click [HERE](#).

2024 Industry Excellence Awards nominations for registrations opened on the 25th of March 2024. Take this opportunity to highlight the successes within your organisation.

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

2024 INDUSTRY EXCELLENCE AWARDS



FROM THE DESK OF THE ED

**MANJU THAVAMONEY***Executive Director*

Dear friends of CCAM and the Industry,

As we swiftly navigate through 2024, we're thrilled to celebrate a significant milestone - 25 years of CCAM's existence! The upcoming months are brimming with activity and excitement.

To kick things off, we hosted a Chinese New Year networking session in February, complete with the tossing of lou sang and a lively lion dance performance. The event marked the launch of our 25th Anniversary Silver Jubilee Celebrations and got the momentum going for this auspicious year.

Our COPC training sessions are already in full swing, with several completed in January to March and many more scheduled throughout the year. These sessions are HRDC claimable, so don't miss the opportunity to upskill yourself and your team.

Mark your calendars for our flagship events: the National Contact Centre Conference, the Industry Excellence Awards and Gala dinner, and the grand finale of the Customer Experience Summit. Each year, we aim to surpass the previous one. Visit our website for the full calendar of events.

Reflecting on 2023, we're grateful for our new Executive Committee team who took the reins in July. We extend our heartfelt thanks to the previous team for their 2 years of dedication and collaboration.

Last year also witnessed CCAM hosting the CCAPAC Leaders meeting and regional awards for the first time in Kuala Lumpur, uniting members from eight countries.

Finally, allow us to introduce some new and seasoned faces at the CCAM Secretariat office: Amirul Mohd Jamil - Senior Digital Executive, Azra Mustaffa - Senior Marketing and Communication Executive, Sujatha Balakrishnan - Events Executive for Recognition & Awards, Puteri Nurhidayah - Accounts & Administrative Executive and Jeyabalan Selvaduray - Member Services Executive. Don't hesitate to reach out to them for any assistance you may need.

We're thrilled to welcome you to our upcoming events and eagerly anticipate celebrating this milestone year with all of you.