

MAKING CONNECTIONS

CCAM NEWSLETTER - VOL 11

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CCAM ENGAGEMENTS AND NETWORKING

NATIONAL
CONTACT CENTRE
CONFERENCE
(NCCC) 2025

26TH ANNUAL
GENERAL MEETING

CX MALAYSIA
HIGHLIGHTS

THE STATE OF CX
IN MALAYSIA
RESEARCH

Friday, 29 August 2025

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.



Message from CCAM President



Vigneswaran Sivalingam
President of CCAM

Warm wishes from my Executive Committee and I,

We are in an interesting point in time at the Contact Centre Association of Malaysia (CCAM) as we drive the industry through one of the most critical shifts in the past three decades. The industry not just shifts a gear but moves towards breaking all previously defined speed limits when facing the onslaught from an AI led Digitalization market while also keeping grounded to the rising consumerism & customer expectations.

In Malaysia, we stand together with the global society facing the similar as the global economy does not recognize borders anymore. As a leader in the Asia Pacific CX, GBS and Contact Centre space; the Contact Centres in Malaysia are challenged with critical thinking, strategic directions and innovation at every turn. We need leadership, we need collaboration and we need to be bold in our investments to collect the opportunities in front of us. The days of the pandemic pushed us into a new front providing quick progress but with purpose in dealing with the changed landscapes in business, retail and customer expectation but AI has since taken on a turbo-charged engine that we are now on.

Knowing what's in front of us in the industry, my newly elected Executive Committee (EXCO) members are ready to lead the Association together with our grown membership to ensure that the local industry stay connected and guided through strong knowledge, real time access to information & best practices, the best of collaboration opportunities while working closely with key government stakeholders to support the industry in all areas of need. Our collaboration with global solutions providers, regional alliances and local government agencies & regulators will be of priority to ensure the industry gets the latest and the best while always having ease of doing business here. We were committed to make Malaysia strongest in CX and Contact Centre Excellence.

With a new mandate, I also look towards market development expansions in three critical areas that includes:

- 1) the **Public Sector** for Service Excellence,
- 2) the **Small Medium Enterprises to embrace CX & Contact Centre** as a valuable business model for them as they pursue digitalization from a much more traditional platform
- 3) **expanding on the CX community in our newly established chapter** to include greater involvement from outside the CRM & Contact Centre leaders to include Technologist, Business & Corporate Leaders, Marketeers, Strategists, Brand owners and the HR community representing People & Culture.

CCAM is coming from a position of strength after peaking at our Silver Jubilee Anniversary celebrations last year. We reflected the past with respect & gratitude while we committed to shape the future with confidence; we are on track to do that, have the industry connected with a purpose.

With the highest number in membership base, the largest sponsor funding in our history as well as strategic collaborations with MDEC, GBS Malaysia, CC-APAC, COPC, Twimbit and TechCom Ventures as well as additional work-in-progress & soon to be announced ventures; I am optimistic about the future.

At this point, I wish to thank Norhana Nawaari Suri and Buwan Segaran, both who have stepped aside from being in the EXCO for the term 2025/2027, after selflessly & admirably serving the Association in recent years while I welcome Sudhar (Teleperformance) & Chiew Sin Kwang (Daythree) as new EXCO members to take the vacant slots through elections in otherwise what is a continuation for most from the recent EXCO Term 2025/2027 elections on 11 July 2025. We received overwhelming support at the recently concluded Annual General Meeting and I trust it was an endorsement for the good work for the past term on one part but very importantly, to be more & to do more in the coming term.

As said at the start of my message that this is an interesting point in time but I actually see this is an important intersection to define a new era for the Association and the Industry together. The period of Y2025/2026 can be defining to what the future can best look like in terms of Industry Development, Membership Value and Nation Building. CCAM's best years are ahead of us – Join us in this journey!

#CCAM #MakingConnections #CXMalaysia #ElevatingExperiences.

EXECUTIVE COMMITTEE

2025/2027



Vigneswaran Sivalingam
President



Celine Chan
Deputy President



Tommy Ng
Vice President



Robin Chen
Honorary Secretary



Raj Chaudhuri
Honorary Treasurer



Dato' Zuhri
Executive Committee



Fatimah Hussein
Executive Committee



Kevin Christie
Executive Committee



Jusri Ong
Executive Committee



S. Thilakavathi
Executive Committee



Ken Ng
Executive Committee



Tim Saw
Executive Committee



Chiew Sin Kwang
Executive Committee



Sudhar Sanan
Executive Committee



Raymond Devadass
Executive Committee
(Immediate Past President)



26th Annual General Meeting (AGM)

11th July 2025 | Sheraton Petaling Jaya Hotel

The 26th Annual General Meeting (AGM) of CCAM was successfully held on **11 July 2025** at The Sheraton, Petaling Jaya. At this AGM, members elected the **new CCAM EXCO for the 2025-2027 term**, marking the beginning of a fresh chapter for the Association.

The AGM also addressed and resolved key long-standing matters relating to **Finance** and **Constitutional Amendments**, setting a stronger foundation for the Association moving forward. With these milestones achieved, our focus now shifts back to building momentum and delivering greater value to an industry that continues to be reshaped by **AI** and **Customer Experience (CX) innovation**.

The newly mandated EXCO will convene next week to outline the Association's **blueprint for the next two years**, while ensuring the continuity of initiatives already in motion since the start of this year.

Immediate priorities on our radar include:

- **Launching the ESG Leadership Program** - advancing sustainable practices and building green contact centres.
- **Industry Excellence Awards & Gala Dinner** - celebrating the best in our profession.
- **CC-APAC Association Regional Awards, Hong Kong** - strengthening our regional presence.
- **10th Customer Experience (CX) Summit** - proudly championed by our chapter, CX Malaysia (Official).

Equally important, the EXCO will be engaging with our **Partners and Alliances** to share plans, align priorities, and drive collaboration for the next two years.

Looking ahead, our work will revolve around three central themes:

- **Industry Development**
- **Membership Value Creation**
- **Nation Building**

These will be anchored by four strategic pillars: **Community, Corporate, Alliances, and Malaysia**.

There is much to be done, and the journey ahead is one filled with purpose and excitement. With your continued support, we step into a **new era for CCAM** - one that is dedicated to progress, collaboration, and building a stronger future for the Contact Centre and CX industry.

National Contact Centre Conference (NCCC) 2025

"The Time Is Now"

21 May 2025 | The Aloft, Kuala Lumpur | 8:30am - 6:00pm



Contact Centres in Malaysia, just as everywhere in the world today, are on a mission.

The mission to have your contact centres be powered by AI to benefit from the promises in Customer Experience, Business Growth and Operational Efficiencies. These promises are no longer a concept nor a trial and definitely not a sales pitch anymore.

The Time Is Now, to make it happen!

Artificial Intelligence (AI) is assisting the Contact Centres in every area possible. We see direct impact in self-serve capabilities through both chat & voice bots which is fast shifting the game while RPA has silently landed years back in giving strength to back-office functions. The very important functions of Quality Assurance, Workforce Management, Business Analytics, Content & Knowledge Management are on the move through the innovation brought on by AI.

If you have not thought through the whole Modernization of your Contact Centre to deliver on those promises yet, then it is imperative to do so now. Whether you are running a Captive Operations or you operate an Outsourcing business or leading a Shared Service Centre here in Malaysia for your Global operations; we are in a period of time to act, to embrace and enable our Contact Centre operations to do more through the power of AI.



Presenters include:



Chinese New Year (23rd January 2025)

Hari Raya Aidilfitri (9th April 2025)





Driving Business Outcomes through Data-Driven Decision Making

12 June 2025 | Hilton Hotel, Kuala Lumpur

NICE along with CCAM would like to invite you to attend an exclusive Breakfast Roundtable Event entitled 'Driving Business Outcomes through Data-Driven Decision Making.' This event will be held on Thursday, the 12 June 2025, from 8:00am - 10:00am, at the Hilton Hotel in Kuala Lumpur.

Speech and text analytics convert unstructured customer interactions calls, chats, emails—into structured, actionable insights. This enables organizations to align operational activities with strategic goals by making informed, evidence based decisions.



Reimagining CX: Join Senior Leaders Exploring AI, Omnichannel & Video

18 June 2025 | W Hotel, Kuala Lumpur

Today's customers don't think in channels—they expect one connected journey across every touchpoint.

But how do you deliver a seamless, personalised, and scalable customer experience without sacrificing efficiency or the human connection?

Join us for an exclusive executive event with senior CX, customer operations, and digital transformation leaders, where we'll explore how to design the next generation of customer experience, driven by AI, unified omnichannel engagement, and the unique power of face-to-face interaction through video.

What you'll gain real-world use cases and practical frameworks for delivering:

- Seamless omnichannel support across chat, voice, email, SMS, and video
- Personalised, scalable interactions powered by AI and virtual agents
- Faster resolution times and improved CSAT
- Higher ROI on digital transformation initiatives
- Human connection at scale with strategic use of video





CCAM AMAZING EXPLORACE

14 June 2025 | Restoran Nasi Kandar Pelita, Kuala Lumpur

Thank you for bringing your energy, spirit, and sportsmanship to CCAM Amazing Explorace 2025 on 14 June. You made it a day to remember!

From clue-solving to sprinting between LRT stops, conquering the games at Taman Aman, and cheering each other on — the enthusiasm and teamwork on display were inspiring. We saw laughter, sweat, selfies, and strategy in full swing — and we loved every second of it!

A Huge Congratulations to Our Winning Teams!

1st Place – DHL SURE CAN-DO (DHL Express)

2nd Place – KWSPeed (EPF)

3rd Place – DHL PASTI BOLEH (DHL Express)

You raced hard, thought fast, and earned those medals!

Once again, thank you for making this event an unforgettable one as part of our 25th anniversary celebration. We hope you had as much fun as we did — and we can't wait to see you again at our next adventure!



Leaders Talk



Transforming Contact Centers into Profit Centers: Strategies for Revenue Growth in APAC Markets

Friday, 24th January 2025
13:30 - 15:00 (GMT +7)



Celine Chan - Deputy President of Contact Center Association Malaysia (CCAM)
Andi Anugrah - Chairman of Indonesia Contact Center Association (ICCA)
Chapman Lam - Chairman of Hong Kong Customer Contact Association (HKCCA)
Kenneth Chong - Chairman of Contact Center Association of Singapore (CCAS)

Leaders Talk



AI in Action: Revolutionizing Contact Centers with Conversational AI and Predictive Analytics

Friday, 28th February 2025
13:30 - 15:00 (GMT +7)



Tommy Ng - Vice President, Contact Center Association of Malaysia (CCAM)
Andi Anugrah - Chairman of Indonesia Contact Center Association (ICCA)
Vinod Srinivasan - Director Singapore, Head of Customer Success, Key Accounts of Tether
Janey Wong - Regional Sales Director | ASEAN Field Service Engagement and Renewal Coast of Sabotage

Leaders Talk



Optimizing Workforce Management in the Hybrid Era: Balancing Flexibility and Efficiency

Friday, 21st March 2025
13:15 - 14:45 (GMT +7)



Nadia Younan - Workforce Optimization Solutions Manager, APAC NICE
Andi Anugrah - Chairman of Indonesia Contact Center Association (ICCA)
Elias Kanaris - Chairman, Contact Centre Network New Zealand
S. Thilakavathi - Executive Committee Member of Contact Centre Association Malaysia (CCAM)
Jazz Hanley - Partner, leader API at Workivo

Leaders Talk



Empowering Frontline Leaders: Driving Performance Through People

Friday, 25th April 2025
13:30 - 15:00 (GMT +7)



Noorhimi Ali - Digital Transformation and Change Management
Andi Anugrah - Chairman of Indonesia Contact Center Association (ICCA)
Kevin Christie - EXCO Member of CCAM

Leaders Talk



From Manager to Mentor: Developing the Next Generation of Contact Center Leaders

Friday, 23rd May 2025
13:30 - 15:00 (GMT +7)



Andi Anugrah - Chairman of Indonesia Contact Center Association (ICCA)
Elias Kanaris - Chairman of Contact Centre Network New Zealand
Vigneshwaran Sivalingam - President of Contact Centre Association Malaysia (CCAM)

Leaders Talk



Leading with Impact: How Awards Programs Inspire Innovation in Contact Center

Friday, 20th June 2025
16:00 - 17:30 (GMT +7)



Joyce Poon - Vice President of China Call Center & CRM Association (CNCCA)
Andi Anugrah - Chairman of Indonesia Contact Center Association (ICCA)
Chapman Lam - Chairman of Hong Kong Customer Contact Association (HKCCA)
Robin Chen - Honorary Secretary of Contact Center Association Malaysia (CCAM)

CCAM @ CC-APAC Leaders Talk 2025

CCAM proudly took center stage at the CC-APAC Leaders Talk Series 2025, with our leaders sharing insights that resonate across the region. From turning contact centres into profit centres (Ms Celine Chan - Deputy President, CCAM), to AI-driven transformation (Mr Tommy Ng - Vice President, CCAM), to workforce optimization in hybrid models (Ms S. Thilakavathi - EXCO Member, CCAM), and empowering frontline leaders (Mr Kevin Christie - EXCO Member, CCAM) - our voices made impact.

We also spotlighted mentorship and next-gen leadership (Mr Vig Sivalingam - President, CCAM) and capped it off with a dialogue on how awards inspire innovation (Mr Robin Chen - Honorary Secretary, CCAM).

Together, these conversations showcased CCAM's thought leadership in shaping the future of Contact Centres in APAC.



CC-APAC : Visit & Observation Summary (Awards Judging for HKCCA Awards 2025)

15-27 June 2025 | Hong Kong

Observations & Key Highlights

Serving as a judge for the HKCCA Awards 2025 provided an invaluable opportunity to witness the exceptional standards, creativity, and professionalism within Hong Kong's contact centre industry. The judging sessions showcased a broad spectrum of best practices, from innovative customer engagement strategies to highly structured operational management models.

Conclusion

This judging experience with HKCCA not only broadened my professional perspective but also reaffirmed the vital role that contact centres play as strategic business enablers. The exposure to Hong Kong's best practices presents an opportunity for Malaysia's contact centre industry to accelerate transformation, strengthen customer relationships, and cultivate world-class service standards – *Jusri Ong*.

Being part of HKCCA judging sphere has enriched my experience learning from various businesses operating in a very high cost, high demands and highly rapid moving landscape. Their resilience and their ability to innovate quickly will certainly be a good example for Malaysian businesses to mirror and benefit from – *Robin*.

Key highlights observed:

- **Diverse and highly skilled nominees** across categories, each demonstrating strong leadership, problem-solving capabilities, and a commitment to excellence.
- **Meticulous judging process** ensuring fairness, transparency, and in-depth evaluation of each candidate's competencies.
- **Innovative approaches to training and development**, particularly in building a learning culture that is both data-driven and employee-centric.
- Strong emphasis on **customer experience excellence** as a competitive differentiator, with measurable impact on customer satisfaction and business outcomes.
- **Collaborative and professional judging panel**, comprising industry leaders from various regions, fostering rich knowledge exchange.



WELCOME CHAMPIONS



CC-APAC 2025 Briefing & Flag-Off

23 June 2025 | AICB Centre of Excellence, Kuala Lumpur

The Malaysian contingent under hashtag#CCAM for this year's CC-APAC Association Awards came together to accept the nomination for participation.

This year's regional Awards will be held in Hong Kong in November, to be hosted hashtag#HKCCA for the 10-country hashtag#CCAPAC regional alliance. To kick-start the preparations, hashtag#CCAM held a special briefing today for the nominees detailing the requirements and timelines as well as sharing some anecdotes from past Awards so that our contestants can put their best foot forward.

Our representation this year includes the main category winners from hashtag#CCAM's Industry Excellence Awards 2024. We have a diverse representation this time, ranging from inhouse to outsource as well as from locally grown brands to MNCs operating here in Malaysia.

Awards are not just about contest but also for learning & benchmarking one's progress. We at hashtag#CCAM see this participation in the hashtag#CCAPAC Awards as an opportunity for Malaysia's best to further step up in Contact Centre Excellence. It's beyond being a multilingual hub for Asia Pacific but it is about thriving at operational excellence, exceptional customer experience, business transformation, digital innovation and also applying sustainable practices.

Congratulations to DHL Express Malaysia, RHB Banking Group, Malaysia Aviation Group, Commerce Access Sdn Bhd, Telecontinent, Daythree and TNG Digital who have stepped forward to wave the Jalur Gemilang in the Pearl of The Orient!

2025 Industry Excellence Awards

The CCAM Industry Excellence Awards 2025 kicked off with a Pre-Awards Briefing in March, followed by registrations from 23 participating organisations.

In May, a Coaching Clinic was conducted to equip participants for both Round 1 template submissions and the subsequent Round 2 interviews & judging sessions.

The judging process concluded on 15 August 2025, and we are excited to announce that the winners will be revealed during our Gala Dinner on 27 September 2025.

We look forward to celebrating excellence, innovation, and achievements across the industry together!



TOMMY NG
Awards Chairperson



GEORGE AVELING
Chief Judge



Welcome Dinner for International Judges

30th June 2025 | UOA Academy, Bangsar South

It was a privilege to host our International Judging community for a dinner tonight. The visit by some of our regional alliance CC-APAC Leaders who are involved in this year's Awards provided an evening of camaraderie.

It was an honour to have Andi Anugrah, Joyce Poon, Steve Chou, Elias Kanaris, Shreekanth Vijaykar and Kinki Wu together with Immediate Past President, Raymond Devadass, Awards Committee Chair, Tommy Ng, and Chief Judge, George Aveling.



**Enghouse
Interactive**

CLOUD, ON-PREM, OR HYBRID? WHAT EVERY MALAYSIAN CX LEADER SHOULD KNOW

Malaysian contact centers are facing a strategic infrastructure choice: modernize with cloud, stay grounded with on-prem, or find balance with hybrid. It's not just a technical decision. It's a CX decision.

Each model has merit:

- Cloud enables fast scaling, continuous updates, and rapid innovation.
- On-premises remains critical for organizations with strict compliance, data control, or latency needs.
- Private cloud offers a middle ground, delivering cloud agility within dedicated, secure environments.
- Hybrid allows organizations to modernize selectively, integrating new services without disrupting core operations.

Why It Matters in Malaysia

Malaysia's CX leaders must navigate growing digital expectations, regulatory requirements, and cost pressures. A rigid, one-size-fits-all approach no longer meets the demands of today's evolving customer landscape. CX leaders must weigh flexibility against governance, and innovation against operational readiness.

The Path Forward

Success lies in architecting for choice, with platforms that support any deployment strategy, from legacy continuity to full transformation.

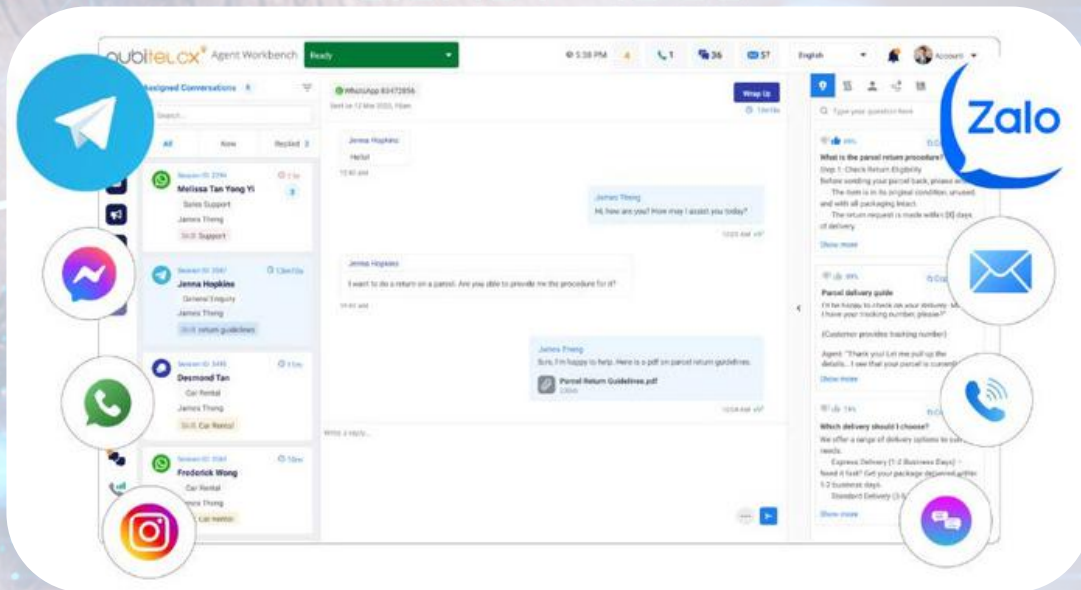
Enghouse Interactive is one of the only global CX technology providers that offers true deployment flexibility: public cloud, private cloud, on-prem, or hybrid. This empowers Malaysian enterprises to evolve on their terms, securely, gradually, and without disruption. In 2026 and beyond, CX resilience won't be defined by where your systems live, but by how freely they adapt. Choosing the right deployment model is no longer just an IT decision. It's one that impacts your whole customer service operation.

[LEARN MORE](#)

The New CX Wave: How AI is Shaping the Future of Contact Centers

As customer expectations rise, legacy contact centers face increasing challenges due to rigid systems and limited scalability. Gartner predicts that by 2025, **80% of customer service** and support organizations will integrate generative AI (GenAI) to enhance agent productivity and customer satisfaction. To stay competitive, the following are two game-changing AI Solutions enabling modern contact centers to scale smarter and serve better.

AI Agent Assist for Real-Time Support



AI Agent Assist is a powerful tool every enterprise should consider, as this tool enhances contact center performance by providing real-time response suggestions across voice and digital channels. Powered by Retrieval-Augmented Generation (RAG) and Large Language Models (LLMs), the solution retrieves information from internal sources such as FAQs and to support agents in managing every interaction. With centralized access to customer history, after-call notes, and recommended dispositions, agents can work faster and better, while streamlining workflows and delivering consistent, high-quality service.

Conversation Analytics for Quality Assurance



To elevate service quality, **AI-powered Conversation Analytics** offers key features including Speech-to-Text Transcription, Sentiment Scoring, Conversation Summaries, Agent Performance Metrics and more. These capabilities provide deep insights into customer interactions, enabling teams to identify areas for improvement and maintain consistent quality. Agents can evaluate conversation data more efficiently across multiple languages. For instance, **Nubitel AI Quality Management and Analytics** leverages Automatic Speech Recognition technology to analyze calls in various Asian languages and mixed languages such as Manglish (Bahasa Malaysia plus English) and Singlish.

Curious how **Nubitel** can help your business transform customer experience with AI? Book a free demo at sales@nubitel.co and follow us on [LinkedIn](#) for updates.

Stop Managing CX, Start Automating It!

:talkdesk®

New category. New platform.
Talkdesk Customer Experience
Automation is here.

LEARN MORE

:talkdesk®

Customer Experience. Automated.

Unlock Unstoppable Growth with AI-Powered Customer Experience Automation (CXA)

Tired of fragmented customer experiences, rising costs, and endless manual work? The old way of CX is broken. Imagine your customer service, sales, and support running on autopilot, driven by intelligent AI.

Introducing Talkdesk Customer Experience Automation (CXA). Our revolutionary platform uses specialized AI agents that don't just respond – they do

The result? Transformational benefits for your business:

- **Boost Profits:** Cut costs and unlock new revenue streams with automated sales & service.
- **Faster, Happier Customers:** Deliver proactive, personalized service at lightning speed.
- **Supercharge Your Team:** Free human agents for complex issues, letting AI handle the rest.
- **Future-Proof Your Business:** Adapt instantly with an intelligent, data-driven CX engine.

Ready to automate your way to a superior customer experience?

[Download Your Free CXA Brochure Now & See How!](#)



What Actually Drives Customer Satisfaction? Insights from a Key Driver Analysis

In the contact centre industry, understanding what truly matters to your customers isn't just good practice—it's essential for survival. But here's the challenge: whilst most organisations track dozens of potential drivers via their scorecards, their internal QA processes or via external CSAT/NPS surveys, our research consistently shows that only a small subset (typically 4-6 factors) significantly influence overall customer perception.

So which factors actually move the needle for credit card customers?

About 18 months ago COPC Inc. conducted a comprehensive Key Driver Analysis for one of our major clients. This research (conducted with over 800 U.S. credit card customers) reveals some insights that might change how you allocate your CX improvement resources and I thought I would share them with you in this article.

The Study: A Data-Driven Approach

The COPC research team surveyed 836 credit card customers across all major brands (VISA, Mastercard, American Express, and Discover). The first level of analysis looked at the relationship between product offerings and satisfaction (number of online or physical outlets they could use the card at, security, credit limits, account management, branding, fees, etc)

Beyond that though, our client wanted to understand the impact that service interactions had on satisfaction and to look more deeply into how all the aspects of each service interaction impacted satisfaction, so we analysed the responses of all the customers who had contacted customer service by phone, email or webchat about their credit card in the previous three months—giving us a robust dataset to analyse what truly drives satisfaction in service interactions.

The analysis went beyond simple satisfaction scores to identify statistical relationships between specific operational attributes and overall customer satisfaction. This approach reveals the true "key drivers" rather than what customers might consciously identify as important.



For more information, click [HERE](#)

MARCHING FORWARD CX MALAYSIA



CX Malaysia (CXM) is a new Chapter of the Contact Centre Association of Malaysia (CCAM).

The purpose of CXM is to help pull together the larger CX community in Malaysia that ranges beyond the Contact Centre Leaders to one that includes Leaders & Experts that range from Corporate Strategy, Branding & Marketing, Information Technology, Human Resources, Business Transformation, Sales and Customer Services. CX is for everyone, from users to service providers to regulators, who serves the business and the customers. There is so much to learn about CX in a holistic way while there is so much more to deliver in CX beyond customer conversations and into a more business strategy thinking that will benefit the nation at large.

CCAM recognizes the need for more deeper CX agenda in Malaysia from the many Industry collaborations and Government engagements that we have been having, including the growing interests that we have seen from the CX Summit series over the past decade. At the same time, CCAM also wishes to provide a more meaningful platform in CX to contribute into the Malaysian Digital economy where it is obvious that CX transformation initiatives being a direct contributor towards digitalization in both the private and public sector of the nation. As we progress beyond the process optimizations, CX is directly correlated to the innovation arising from AI and Digitalization.

CXM will create multiple platforms towards raising awareness in customer experience as well as connect future opportunities in the same. Some of the key initiatives lined up under CX Malaysia will be the introduction of a National CX Index, the Annual Top 100 CX companies in Malaysia listing, Annual State of CX in Malaysia reports, Round-Table sessions, a Digital CX Marketplace, CX Talent & Skills Development as well as this very popular CX Summit.

CX Malaysia will focus in raising the standards of CX in Malaysia and at the same time, steer Malaysia to be the Centre of Excellence for the ASEAN region in CX Excellence.

THE STATE OF CX IN MALAYSIA RESEARCH AND REPORT

The State of CX in Malaysia Research & Report is a groundbreaking initiative—the first of its kind in the world. Conducted in collaboration with Twimbit, this study was designed to raise the bar for customer experience (CX) in Malaysia.

Surveying 100 leading companies across four key pillars, the research unveils Malaysia's CX Index—a benchmark that sets the standard for excellence in customer experience. By introducing this index, we aim to inspire businesses across industries to embrace a more customer-centric approach, driving growth, trust, and long-term transformation.

Findings from **The State of CX In Malaysia Research and Report** will be made public at **CX Summit 2025**.

Click **[HERE](#)** to download **The State of CX In Malaysia Research and Report 2024**.





Industry Excellence Awards Gala Dinner

We are thrilled to announce the return of the CCAM Industry Excellence Awards Night & Gala Dinner 2025 – a night of glamour, celebration, and recognition like no other!

Date: Saturday, 27 September 2025
Venue: One World Hotel, Petaling Jaya

Join us for an unforgettable evening as we shine a spotlight on the leaders, visionaries, and champions of the Contact Centre and Customer Experience industry!

This is more than an awards night — it's a celebration of passion, purpose, and performance.



"Customer Experience - Reimagining A New World"

One World Hotel, PJ
11 & 12 November 2025

The 10th Customer Experience (CX) Summit will be extra special; not because it is the 10th edition of this series but simply because of the special times that we are operating in.

With the theme of "CX - Reimagining A New World", the team, led by Organising Chairperson, Vig Sivalingam is working to capture the essence and the realities of today. Customers and Businesses are fast evolving as the world experiences continuous changes that requires us to be agile all the time. But in facing this AI-led storm requires more than that, it demands expertise that we have never had in the past. Additionally, the need to deliver game changing CX strategies needs both the highest levels of strategic thinking as well as insights into future trends.

The one thing remains clear from the past decade however is that CX is THE Business Strategy. Anchoring on customer needs and wants gives us the best compass to run our own business, to create that perfect harmony between business delivery and customer expectations.

This year's CX Summit will examine the new and transformed capabilities in front of us while the 2-day engagement allows for us to place perspectives to the opportunities in front of us. The Summit will deliver rich content in a highly engaging setting that prioritizes best practice case studies and the latest innovation.





**In Loving
Memory**

Jasmindar Singh

March 1958 - June 2025

Remembering a True Industry Legend – Jasmindar Singh

We bid farewell to Mr. Jasmindar Singh, a founding member of CCAM and an enduring pillar of Malaysia's contact centre industry. A mentor, leader, and friend to many, Jasmindar's wisdom, passion, and dedication helped shape the very fabric of our industry. Truly a legend in his own right, his legacy of leadership and inspiration will continue to guide us, and his presence will be deeply missed.

*The President, Executive Committee & Members
Contact Centre Association of Malaysia (CCAM)*



From the Executive
Director's Desk:

A NEW JOURNEY WITH CCAM

BEN THIAGU

Executive Director, CCAM



Six months ago, I stepped into the role of Executive Director at CCAM, my very first time leading a role-based association in a regulated environment. While the calendar says "half a year," it honestly feels like I've been part of this family much longer, thanks to the whirlwind of activities, the warmth of our members, and the passion that drives this industry.

Coming from the private sector, this journey has been both a steep learning curve and an exciting opportunity to contribute. In this short time, I've experienced CCAM in full colour — from ground-level networking sessions to rooftop industry gatherings, from festive celebrations to major conferences, and even running our 26th Annual General Meeting that welcomed the 2025-2027 EXCO. Each experience has deepened my appreciation for the dedication and spirit that fuel this association. Every moment has reinforced why this association exists: to connect people, share knowledge, and raise the standards of Customer Experience in Malaysia.

On a personal note, I'm a father to a lively five-year-old boy, so balancing my time between bedtime stories and boardroom discussions has been part of the adventure. I bring that same sense of curiosity and energy into my work here, always asking "How can we make this better?"

For our Secretariat, my commitment is clear:

- Fix what needs repair.
- Improve where we can.
- Transform for the future.
- Grow together with our members.

I believe the association should not only keep pace with the industry but lead it — championing innovation, building skills, and creating platforms where members feel valued and inspired. The first six months have been about listening, learning, and laying groundwork. The next chapter will be about action, transformation, and impact.

I look forward to working alongside every one of you — because together, we're shaping the future of CX in Malaysia.