

Making CONNECTIONS



CCAM NEWSLETTER - VOL 12

www.ccam.org.my

Commitment to Service
Excellence in the Public
Sector

Industry Excellence
Awards

CX Summit 2025

CX Malaysia
Highlights

Glory for Malaysia at
CC-APAC Awards 2025

CCAM Brings CC-APAC
2026 to Malaysia!



23 December 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 the President



Vigneswaran Sivalingam

President, CCAM

Reflecting with Pride, Moving Forward with Purpose

As we draw the curtain on 2025, I do so with a deep sense of gratitude, pride, and optimism.

Gratitude - for our industry and government partners, our serving Executive Committee Members in CCAM, our Secretariat team, our Members, Sponsors, Volunteers, and every individual who has contributed their time, trust, and energy to CCAM. Pride - in how far we have come together. And optimism - for what lies ahead as we continue shaping the future of our industry and our nation.

2025 was a milestone year for CCAM. As we celebrated our Silver Jubilee in the previous year, we did not merely look back at past achievements this year - we chose to look forward. We committed ourselves to remaining relevant in a rapidly changing industry, aligning closely with national priorities, and strengthening our role as a catalyst for service excellence, talent development, and industry-centric transformation.

That commitment translated into meaningful outcomes. This year marked our strongest membership registration in 15 years, a record sponsor partnerships, and the best annual financial performance in the Association's history. More importantly, it reinforced the confidence the industry continues to place in CCAM as a trusted platform for collaboration, progress, and nation building.

A defining moment in 2025 was the launch of **CX Malaysia as a Chapter of CCAM**. This bold step allowed us to expand our customer experience agenda - bringing insights to the ground through roadshows, community engagement, and the successful 10th edition of the CX Summit as well as the 2nd edition of the **State of CX in Malaysia** report. Together, CCAM and CX Malaysia now stand united in advancing both operational excellence and human-centric experiences.

There were many proud moments this year, but three stand out personally. Seeing **362 BPCX Leaders trained and certified** reminds us that the future of our industry rests in capable, inspired leadership. Leading the Malaysian contingent to Hong Kong for the **Regional CC-APAC Awards**, where our organisations achieved an outstanding **5 Platinum, 3 Gold, 1 Silver, and 1 Bronze awards**, was a powerful testament to Malaysia's capabilities on the regional stage. And being entrusted to host the **Regional CC-APAC EXPO & Awards 2026** affirms Malaysia's growing reputation as a CX and contact centre hub in Asia-Pacific.

As we close the year, we do so with intention. The outcomes from our Strategy Planning Workshop are now being translated into action - with focused investments in organisational renewal, industry research, and engagement with underserved segments (both the SME and Public Sector). Our priorities remain clear: developing the industry, creating value for our members, and contributing meaningfully to nation building.

Looking ahead to 2026, CCAM stands ready for an "Asia-Pacific Year." As we prepare to welcome the region to Malaysia - in the spirit of Malaysia Truly Asia and Visit Malaysia 2026 - we do so guided by a simple yet powerful aspiration: to be **2xBetter, Delivering Excellence**.

Thank you for believing in this journey. Thank you for walking with us. I wish you a restful year-end filled with meaningful moments, and I look forward to joining forces again in 2026 to elevate our Association, our Industry, and our Nation - together.



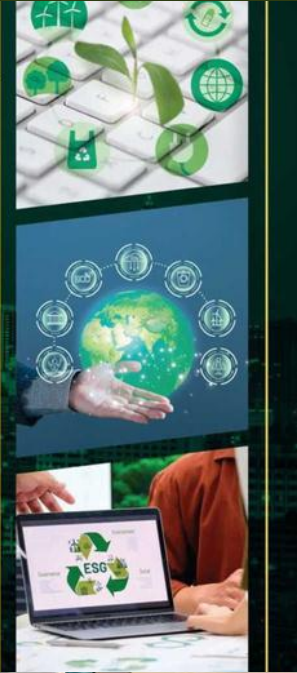
Certified ESG Leadership Program

Sustainable Practices in ESG for Contact Centre Professionals

Date: 20 - 21 August 2025

Time: 9:00am - 5:00pm

Venue: AICB Centre of Excellence, Kuala Lumpur



CCAM proudly marked a significant milestone with the successful launch of the pilot batch of the **CCAM ESG Leadership Program for Contact Centres**.

This is not just another training programme nor is it simply a certification to be displayed. The ESG Leadership Program represents the beginning of a purposeful journey, one that is designed to elevate our industry by embedding the right practices, strong governance, and a clear sense of responsibility into how we operate and grow.

As Digital & AI innovations and Operational Excellence continue to shape the future of contact centres, **sustainability now becomes the foundation for long-term growth** providing the structure that anchors progress, aligns industry ambitions, and ensures resilience in an increasingly complex business landscape.

We commend the leadership and commitment of the organisations that stepped forward as pioneers in this inaugural cohort. Their participation reflects a progressive, future-ready mindset and a willingness to lead by example. This is truly a game-changing move for the industry.

Pioneer Participants:

- Telecontinent Sdn Bhd
- Daythree Business Services Sdn Bhd
- Technomech (M) Sdn Bhd
- U Mobile Sdn Bhd
- Cloopen
- Lembaga Tabung Angkatan Tentera (LTAT)
- HRD Corp - Human Resource Development Corporation

This marks just the beginning of a larger transformation journey. Together, as an industry, we are building the foundation for responsible growth and we are only just getting started.

Championing World Class Contact Centre Excellence: by COPC



At the **Contact Centres Association of Malaysia (CCAM)**, we're proud to be driving transformation and excellence in the customer experience (CX) landscape. Through our **COPC® based programs**, we are advancing industry standards, empowering professionals, and uplifting organisations to deliver exceptional service.

Some of the key programs this year include:

Best Practices for Customer Experience Operations (BPCXO) - Equip CX teams with the skills to design, manage, and optimise operations aligned with global best practices.

Best Practices for Quality Management (BPQM) - Focused on embedding world class quality standards, ensuring every customer interaction is consistent, measurable, and impactful.

Foundations in AI for CX (FAICX) - Demystifying AI to help CX leaders confidently adopt intelligent automation and predictive insights, future-proofing customer service excellence.

These programs reflect CCAM's commitment to **upskilling and certifying professionals** who are driving the future of customer engagement. From improving operational efficiency to enhancing employee capability and confidence, our certified cohorts are now part of a growing community of CX champions elevating standards across the region.

Our efforts extend beyond training — we're building a talent pipeline that strengthens the **Contact Centre ecosystem**, fosters innovation, and ensures Malaysia remains competitive in a fast evolving digital world.

Learn more about our COPC® initiatives:

👉 <https://ccam.org.my/copc-inc/>





Commitment to Service Excellence in the Public Sector

27 August 2025 | AICB Centre of Excellence, Kuala Lumpur



What began as a small step has opened the door to a much bigger dream.

CCAM marked a meaningful milestone as we engaged the **Public Sector in a deeper and more deliberate way**, meeting with key service-line representatives across government to explore how we can collectively elevate service excellence for the nation.

In this initial engagement, CCAM met with **seven (7) public sector organisations**, collectively supporting **more than 50 functional areas across Ministries and Agencies**. The discussions centred on how industry and government can come together through **partnerships and collaboration** leveraging shared knowledge, standards, benchmarking, best practices, and advisory capabilities to drive meaningful and sustainable service improvements.

The Public Sector now forms a **key strategic agenda** in CCAM's long-term ambition to help build a truly **customer-centric nation**, expanding our role beyond what we have championed over the past 26 years as a national association.

Service standards are a powerful reflection of a nation's progress, maturity, and development. They shape trust, confidence, and the everyday experiences of citizens and ultimately, they are a responsibility we all share.

Malaysia inherently possesses strong service and hospitality values. The opportunity ahead lies in strengthening the **right constructs, consistency, and sustainable practices** to achieve service standards that are measurable, scalable, and future-ready.

Recognising this, the **Contact Centre Association of Malaysia (CCAM)** reaffirms its commitment to work hand-in-hand with the Public Sector partnering to enhance **Service Excellence, Contact Centre capabilities, and overall Customer Experience (CX)** across the nation.

This is only the beginning of a broader journey one driven by collaboration, shared purpose, and a collective commitment to serve better, together.

CCAM Strategy Planning Workshop: Shaping The Future Together

20 September 2025 | AICB Centre of Excellence, Kuala Lumpur

Having proudly celebrated its **Silver Jubilee Anniversary** in 2024, CCAM now turned its focus from reflection to reinvention defining what comes next for the Association and the industry we represent.

With the past honoured and lessons embraced, CCAM stands at an important intersection. This is a moment where **laying the foundations for the next phase** is not just timely, but critical. The question before us is no longer what we have achieved, but how we shape the future.

With masterful facilitation by **George Aveling**, CCAM convened a Strategy Planning Workshop bringing together the newly elected **Executive Committee (EXCO)** alongside industry members. The session challenged us to look ahead examining what the **next 5 years** may bring and how CCAM will continue to champion the Contact Centre Industry as the national association of record.

Encouragingly, CCAM's **Vision and Purpose remain strong and relevant**. Our objectives continue to anchor firmly on **Industry Development, Membership Value, and Nation Building**, while deliberately expanding **Alliances and Strategic Partnerships** to amplify impact.



The mandate for the newly elected EXCO in July 2025, is both demanding and energising. Defining the next 25 years in a fast-changing world may feel ambitious, but setting a clear and actionable **CCAM 2030** vision is real, necessary, and achievable. The workshop delivered valuable validation, fresh inspiration, sharper clarity, and immediate priorities to guide our next steps.

The road ahead is demanding there is much to do but the opportunities to create lasting impact are even greater. With collective commitment, collaboration, and courage, CCAM is well positioned to rise to the moment.

The best days of CCAM are not behind us they are **clearly ahead**. Exciting times lie before us.



Celebrating Excellence: Industry Excellence Awards & Gala Dinner 2025

27 September 2025 | One World Hotel, Kuala Lumpur

On **27 September 2025**, the industry came together in style at the **Industry Excellence Awards & Gala Dinner**, held at the elegant **One World Hotel**. The evening was a true celebration of passion, performance, and progress - recognising organisations and individuals who continue to raise the bar in the contact centre and customer experience landscape.

This year's Awards honoured excellence across **Individual and Corporate Categories**, spotlighting outstanding professionals, teams, and organisations who demonstrated exceptional leadership, innovation, resilience, and customer-centric excellence throughout the year.

Individual Excellence: The People Who Make the Difference

From frontline professionals to strategic leaders, the Individual Categories recognised outstanding talent across voice, omni-channel, sales, analytics, workforce management, training, quality, HR, IT, leadership, and management roles.

We proudly celebrated **Gold, Silver, and Bronze winners** across 16 individual categories - including:

- Best Contact Centre Professionals (Voice & Omni-Channel)
- Best CC Sales Specialists & Support Professionals (QA, Trainer, WFM, Data, HR, IT)
- Outstanding Team Leaders & Managers (Inbound & Outbound)
- Hero Award recipient for extraordinary impact
- Best Head of Contact Centre

These winners represent the heart of our industry - professionals who go above and beyond to deliver excellence every single day.

Corporate Excellence: Driving Impact at Scale

The **Corporate Categories** showcased organisations that have embedded excellence into their culture, strategy, and operations. Across 12 categories, companies were recognised for initiatives that delivered measurable impact and long-term value.

Key award categories included:

- Customer & Employee Experience Programs
- Corporate Social Responsibility & Social Media Excellence
- Digital Innovation (Data Analytics & Automation)
- Best New Contact Centre Project
- Best In-House & Outsourced Contact Centres (Inbound & Outbound)

From innovation to execution, this year's corporate winners demonstrated how bold thinking and strong leadership can transform customer and employee experiences alike.

A Night to Remember - And a Future to Look Forward To

Beyond the trophies, the Gala Dinner was a night of connection, celebration, and shared pride - a reminder of what our industry can achieve when excellence is recognised and celebrated.




As we applaud our **2025 winners**, we also look ahead with excitement. **The Industry Excellence Awards 2026** promises to be even bigger, bolder, and more competitive - and we invite organisations and individuals across the industry to step forward, showcase their achievements, and be part of this journey.

Your story could be next. See you in 2026.




Winners Spotlight – Industry Excellence Awards 2025

INDIVIDUAL CATEGORY WINNERS




Best CC Professional (Voice) – Below 100 Seats

-  Nethiane Saenthareasin - Sudong
-  Priyanka Subramaniam - Sudong
-  Nabilah Ramli - Sudong




Best CC Professional (Voice) – Above 100 Seats

-  Inne Ziah Firlana - Teleperformance
-  Nurul Hidayah Zairizal - CIMB
-  Saanthiyah Muniandy - UOB

Best CC Professional (Omni-Channel)

-  Amirul Arshad - Sudong
-  Mohd Alham Mohd Nor - Pos Malaysia
-  Siti Nur Ashikin Hanipah - AIA Shared Services


Best CC Sales Specialist

-  Aiman Ahmad Bungsu - CIMB
-  Chong Leng Sei - CIMB
-  Mohamed Aniq Hariz Yusfi - CIMB


Best CC Support – Data Analyst/Scientist

-  Muhammad Fuaad Mohd Rodi - RHB
-  Beatrice Wong Yeong Xian - AIA Shared Services
-  Yoong Wei Chew - Teleperformance




Best CC Support – HR Business Partner

-  Hoo Chew Lian - AIA Shared Services




Best CC Support – IT Business Partner

-  See Boon Heng - AIA Shared Services



Best CC Support – QA Specialist

-  Muhd Zairul Nahar Shahrudin - UOB
-  Frandora Fenella De Silva - Sudong
-  Audrey Priya Danabal - UOB COE




Best CC Support – Trainer

-  Norazlina Mohd Nasir - Sudong
-  Sathesh Vadivelu - AIA Shared Services
-  Nor Liyana Salim - RHB




Best CC Support – WFM Analyst

-  Jahira Jasmin Md Yousuff - UOB COE
-  Nurul Nabilah W Mohd Noor - Teleperformance




Best CC Team Leader – Inbound

-  Sheila April Savari Muthu - Sudong
-  Shamsul Majid - Sudong
-  Yeo Jen Mun - CIMB




Best CC Team Leader – Outbound

-  Karthiani Narainan - CIMB
-  Muhamad Nasriq Rodzli - CIMB
-  Thurkeshwary K. Ravindran - TechnoMech


Best CC Manager – Inbound

-  Teh Jin Hui - Sudong
-  Lim Heng Jee - CIMB
-  Tony Doong Ah Ming - UOB




Best CC Manager – Outbound

-  Ong Lee Hua - CIMB
-  Mohd Feizal Mahamad Zakaria - CIMB
-  Sarina Shahwani - Pos Malaysia

Hero Award



-  Allison Thien Vui Lyn - CIMB

Best Head of Contact Centre



-  Vivien Lee Lai Mei - Pos Malaysia
-  Sivakumar Muniandy - AIA Shared Services
-  Prabitha Praymachandran - Teleperformance

CORPORATE CATEGORY WINNERS




Best Corporate Social Responsibility Program

-  CIMB
-  TechnoMech




Best Social Media Program

-  CIMB
-  IGT Services & Technologies



Best Employee Experience Program

-  Sudong
-  CIMB
-  Commerce Access




Best Customer Experience Program

-  Hong Leong Bank
-  UOB
-  SCICOM




Best Digital Innovation (Data Analytics)

-  Hong Leong Bank
-  Daythree Digital

Best Digital Innovation (Automation)

-  PLUS
-  RHB
-  Teleperformance

Best New Contact Centre Project

-  Daythree Digital
-  UOB
-  TechnoMech




Best Outbound Contact Centre

-  Telecontinent
-  CIMB

Best Outsourced Inbound Contact Centre <100 Seats

-  Sudong
-  Commerce Access
-  IGT Services & Technologies




Best Outsourced Inbound Contact Centre >100 Seats

-  SCICOM
-  UOB COE
-  AIA Shared Services

Best In-House Inbound Contact Centre <100 Seats

-  CIMB
-  Manulife
-  PSMB

Best In-House Inbound Contact Centre >100 Seats

-  Hong Leong Bank
-  UOB
-  CIMB

Congratulations to all winners for setting industry benchmarks in 2025.



**CCAM - Making Connections.
CX Malaysia - Elevating Experiences.
Together, Bridging Communities.**

1st GLOBAL CX DAY CELEBRATION BY CX MALAYSIA
CX Boardroom 2030: Making Malaysia CX-Proof

7 Oct 2025, AICB Centre of Excellence



NATIONAL HUMAN CAPITAL CONFERENCE & EXHIBITION NHCCE 2025
CX Boardroom 2030: Breaking the Barriers

8 Oct 2025, Malaysia International Trade and Exhibition Centre (MITEC)



INTERNET ALLIANCE BUSINESS SUMMIT 2025 : TECHNOLOGY FOR NATION BUILDING
Expanding horizons, Foreigners Inbound and Malaysian outbound

9 Oct 2025, Kuala Lumpur Convention Centre



INDUSTRY ENGAGEMENT ON CONSUMER REDRESS (IECR 2025)

29 Oct 2025, Bank Negara Malaysia



GBS SUMMIT AND AWARDS 2025

30 Oct 2025, M World Hotel



CC-APAC CONFERENCE & EXPO 2025 CX Boardroom 2030: Shaping the Future Together

5-7 Nov 2025, Shenzhen, Hong Kong



CX WITH THE FINANCIAL SERVICES COMMUNITY HIGH TEA with SHEP HYKEN

10 Nov 2025, AICB Centre of Excellence



INDONESIA CX WEEK Community-Based CX – Designing for Inclusion & Accessibility

18 Nov 2025, Jakarta, Indonesia





CX Summit 2025, held on 11-12 November, brought together the industry's brightest minds for two days of powerful insights, honest conversations and forward-looking CX strategies.

A key highlight was the launch of the State of CX in Malaysia 2025 report, where the **National CX Index recorded a significant rise from 3.61 to 3.78**, a 17-point leap that reflects real progress across digital, service, brand and employee experience.

The significant rise in the National CX Index reinforces that Malaysia's Business, Digital and CX transformation efforts are gaining strong momentum. Brands are stepping up to orchestrate better, more seamless and more meaningful experiences for their customers.

Adding to that, the two days delivered **open, honest and progressive conversations that showcased the expanding maturity, interest and mastery of CX across Malaysia** and the wider region.

We are seeing clear progress across digital, service, brand and employee propositions - and customers are feeling the difference. Even more encouraging is the shift from "Should we invest in CX?" to "How do we do it smarter, faster and more humanly?"

Because while tech may lead, humanity and empathy prevail in a world that increasingly embraces **Trust as the new CX currency**.

Here's to raising the bar for CX in Malaysia and beyond to many more milestones ahead.





ICCA Delegates (Indonesia) Visit Pos Malaysia & Daythree Digital

13 November 2025 | Kuala Lumpur

CCAM was honoured to host delegates from **ICCA Indonesia** in Malaysia as part of our ongoing **CC-APAC collaboration initiative** a platform anchored on shared learning, regional connectivity, and the collective advancement of the Contact Centre and Customer Experience (CX) ecosystem across Asia Pacific.

The visit offered a valuable **on-the-ground immersion**, providing delegates with firsthand exposure to how Malaysian organisations such as **Pos Malaysia and Daythree Digital** continue to evolve their service operations. Discussions and site engagements highlighted the adoption of innovation, the strengthening of operational excellence, and the practical execution of digital service delivery within today’s dynamic contact centre landscape.

Beyond organisational showcases, the engagement reinforced the importance of **cross-border knowledge exchange** where insights, experiences, and best practices are openly shared to elevate standards across the region.

As the **national voice of the Contact Centre industry**, CCAM remains firmly committed to fostering meaningful collaboration, uplifting industry standards, and positioning Malaysia as an active and respected contributor within the wider **APAC CX community**.

This exchange reflects the spirit of CC-APAC connecting people, industries, and ideas to shape the future of customer experience together.



A Night of Glory for Malaysia at CC-APAC Awards 2025

5 November 2025 | Shenzhen, Hong Kong

Sharing our joy at **CCAM**.
 Congratulation to our **CHAMPIONS**.
 A **PERFECT 10** score, a **5★★★★★** Outcome.

A Historic Night for Malaysia at the **CC-APAC Regional Awards in Hong Kong**.

The Malaysian contingent made history tonight - bringing home an incredible 10 awards from 10 entries, marking a 100% success rate and the largest awards haul ever in the history of the Contact Centre Asia Pacific Association (CC-APAC) Awards!

Our champions secured:

- 5 Platinum
- 3 Gold
- 1 Silver
- 1 Bronze

To top off this momentous night — Malaysia (Contact Centre Association of Malaysia) has officially been announced as the Host Nation for CC-APAC 2026, aligning perfectly with Visit Malaysia Year 2026!

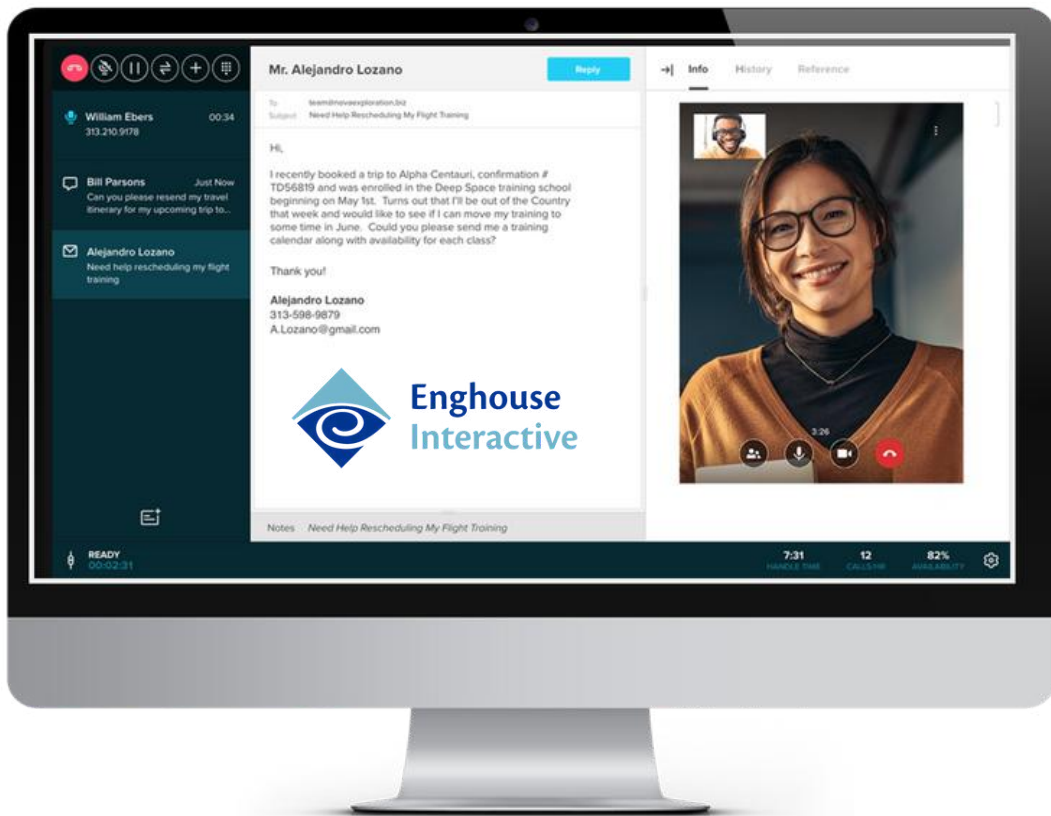
Huge congratulations to our outstanding winners and representatives:

Telecontinent, Daythree Digital, Commerce Access Sdn Bhd, Malaysia Aviation Group (MAG), TNG Digital, RHB Banking Group, and DHL Express Malaysia — for your collaborative spirit and relentless pursuit of excellence in representing Malaysia on the regional stage.

Together, you've made us proud.



CC-APAC alliance association members



YOUR CX MODERNISATION JOURNEY STARTS HERE

It was great to meet so many of you at **CX Summit 2025!** We hope the event sparked new ideas about transforming customer experience and the future of contact centres.

At Enhouse Interactive, we believe modernisation should happen **on your terms**; without vendor lock-in, forced migrations, or compromising on the features your team relies on. Whether you're evaluating cloud scalability, maintaining on-premises control, or moving toward a hybrid model, we're here to support a transformation roadmap that fits your organisation's pace and priorities.

To keep the momentum going after the Summit, we've put together a collection of practical tools and insights designed to help CX and IT leaders move forward confidently:

Resources to Guide Your Modernisation Strategy

- **Migration Strategy Guide** - Chart a clear and flexible roadmap toward modernisation
- **Interactive CX Assessment Tool** - Quickly identify opportunities for innovation within your current environment
- **Contact Centre Strategy Worksheet** - Turn ideas into actionable steps
- **Blogs Resource Centre** - Explore expert perspectives on cloud, hybrid, AI, and CX alignment
- **Video: CX Buyer's Guide for AI** - Understand what's next in contact centre technology and how to invest wisely

Start exploring these resources and define the modernisation journey that works for you - **at the pace that suits your organisation.**

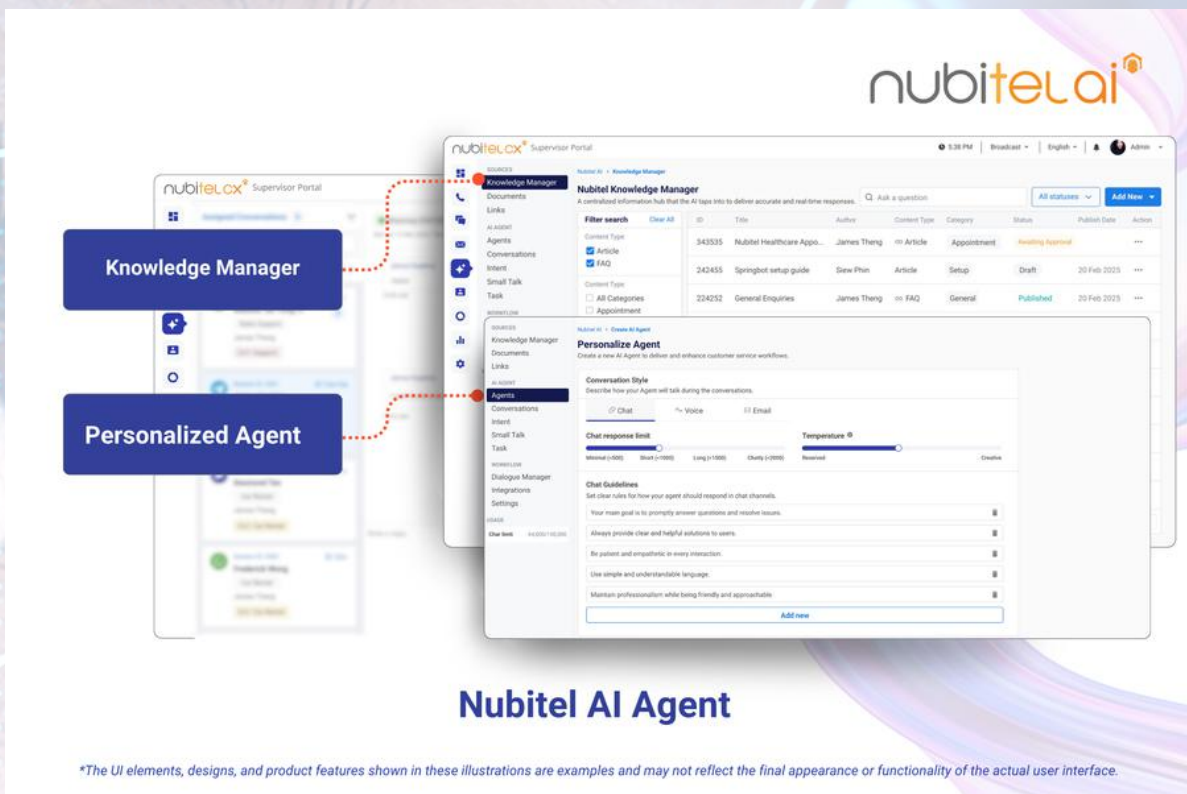
Explore Now:

<https://www.ensembleinteractive.com/en-apac/lp/contact-CENTRE-on-your-terms-microsite/>

Unlocking Next-Generation CX with Nubitel AI Solutions

As customer expectations rise across Malaysia and Southeast Asia, contact centres face increasing pressure to deliver faster, and more personalized support. Gartner predicts that, "By 2028, AI-powered self-service Virtual Customer Assistant will be able to resolve and contain 90% of B2C interactions without needing to engage a live agent". This is a clear indicator of how rapidly AI adoption is accelerating. Its ability to understand intent, make decisions, and take autonomous action is reshaping modern CX strategies.

To meet this shift, Nubitel AI is purpose-built to elevate customer experience and transform service operations. From Conversational AI and Conversation Analytics to AI Agent Assist, Nubitel AI solutions enhance efficiency and improve every stage of the CX journey.



Nubitel AI Agent

Automate conversations across voice, chat, and social channels with an AI Agent powered by centralized, RAG-driven knowledge, ensuring responses are consistently accurate and verified.

Conversation Analytics

Evaluate every customer interaction using STT, NLP, NLU, and GenAI to generate real-time insights on sentiment, trends, and conversation topics. AI Scorecards provide objective assessments, while dashboards track agent performance, CSAT, and issue alerts for consistent service quality.

AI Agent Assist

Boost agent performance with real-time, context-aware guidance during live conversations. Integrated CRM context and agent feedback loops refine recommendations, helping teams resolve complex queries faster, reduce handling time, and maintain consistent service quality.

Learn more about [Nubitel AI](#)



Follow us on [LinkedIn](#) for latest updates

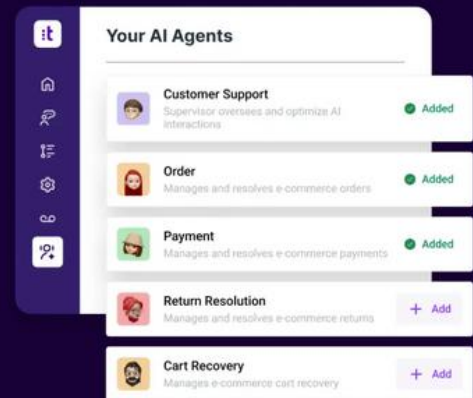




Unleash the power of multi-agent orchestration.

Bring a new era of automation to your workflows with specialized AI agents that work together seamlessly to manage complex, end-to-end processes and deliver adaptive, scalable customer experiences.

REQUEST A DEMO



Beyond Bots: Multi-Agent Orchestration Is the New Fast Lane to CX Automation

The reality of modern customer service is complexity. Contact Centre's today struggle with fragmented systems, rising operational costs, and manual handoffs that lead to agent burnout and customer frustration. Simply deploying a single-purpose chatbot or AI assistant is not enough to tackle the multi-step, sophisticated demands of today's customer journeys.

This is why **Multi-Agent Orchestration** is defining the new software category of **Customer Experience Automation (CXA)**. It replaces linear, human-coordinated processes with coordinated, intelligent automation, enabling specialized AI agents to actively collaborate to complete tasks across the entire customer experience lifecycle.

In practice, Multi-Agent Orchestration means abandoning single-agent workflows where tasks operate in isolation. Instead, a well-trained team of specialized AI agents is governed by an orchestrator agent. These autonomous agents work in parallel and sync to achieve shared goals. They can solve complex, multi-faceted customer inquiries—like resolving a billing dispute while simultaneously updating a service policy—in a single, fluid interaction, eliminating manual handoffs and avoiding context loss.

Crucially, Talkdesk CXA agents operate with real-time context, leveraging the **Talkdesk Data Cloud** to unify transcripts, customer records from CRMs, and system data. This comprehensive view enables **Real-Time Reasoning**, allowing agents to solve problems beyond rigid, scripted logic. This ability to orchestrate end-to-end automation across silos is how enterprises can truly **automate the work and accelerate the experience**.

Stop managing isolated tasks and start automating measurable business outcomes. Ready to take the fast lane to AI, and scale your customer experience without disruption?

Download the Talkdesk CXA datasheet today to explore how multi-agent orchestration delivers rapid time-to-value and measurable ROI across every customer journey.

<https://www.talkdesk.com/customer-experience-automation/multi-agent-orchestration/>

Scaling Conversational AI in CX: A Strategic Framework for Long-Term Impact

The pressure to “do something with AI” has reached every corner of the CX world. In customer experience, that leads to rushed projects, unrealistic expectations, and tools that go live without a clear connection to any business impact. That’s the wrong way to build.

In a recent collaboration between COPC Inc. and the Conversation Design Institute (CDI), industry leaders outlined a practical framework for scaling AI in a way that’s both functional and ready for the future. The takeaway is that success doesn’t come from excitement alone. It comes from a structured approach that leads with good design, alignment, and planning.

Here’s how to apply the six foundational pillars of AI scaling to ensure your CX transformation is meaningful and measurable.

1. **Vision: Anchor Your AI Strategy in Customer and Brand Outcomes**
2. **People: Bring Your Team Into the Process Early**
3. **Risks: Plan for What Can - and Will - Go Wrong**
4. **Use Cases: Choose for the Customer, Not Just the Business**
5. **Metrics: Predict the Impact - Don’t Just Measure it Later**
6. **Technology: Build a Foundation That Supports Scale - Not Just Speed**



Final Thought: Scale Starts With Strategy

AI agents aren’t just another channel. Done right, they reshape how your business engages, solves problems, and scales service.

But to move beyond small pilots and drive lasting impact, you can’t start with hype. You need vision, alignment, guardrails, and infrastructure that’s built to scale.

This 6 Pillars framework is your blueprint. Use it not only to plan - but to lead.

To dive even deeper, COPC and CDI created a **4-part course** beginning Aug. 13, 2025, which you can access via the CDI Academy Learning Platform. With an annual subscription, you will have access to all four modules plus all of CDI’s course materials.

- Scaling AI and Avoiding Common Pitfalls
- The Six Pillars of AI Planning: Vision, Risk and Use Cases
- User-Centric AI Design and Human-AI Collaboration
- Continuous Improvement and Standards for Scalable AI

For more information, click [HERE](#)

Breaking News: CCAM Brings CC-APAC 2026 to Malaysia!



We are delighted to share a milestone announcement for Malaysia and our industry community.

Malaysia, through CCAM has officially been awarded the honour of hosting the 2026 CC-APAC Regional Awards & EXPO!

The announcement was made last month in Hong Kong, and we are incredibly proud to welcome the 10-country CC-APAC alliance to our shores next November, a special year that also marks Visit Malaysia 2026.

As a multilingual, high-performing hub for regional contact centres, Malaysia continues to exemplify the spirit of "Malaysia Truly Asia", which also proudly stands as the theme for VM2026. Hosting this prestigious regional event will not only elevate the delegate experience but also bring renewed colour, energy, and vibrancy to our nation and the local industry.

We extend our sincere appreciation to the CC-APAC Association for their trust in Malaysia, and we look forward to working closely with the Hong Kong Customer Contact Association (HKCCA) as we prepare for a seamless transition and a truly memorable 2026 EXPO. This is a significant win for Malaysia, CCAM, and the entire CC-APAC community and we look forward to embarking on this exciting journey together.

Stay tuned for more updates as we begin preparations for CC-APAC 2026!

From the Executive Director's Desk:

REFLECTING ON AN EXCITING YEAR AT CCAM – LOOKING AHEAD TO 2026

BEN THIAGU

Executive Director, CCAM

As we draw the curtain on 2025, I am thrilled to reflect on what has been an exciting and transformative year for CCAM. From our Secretariat's perspective, it has been incredibly rewarding to see our commitment in action — ensuring that our programs, initiatives, and engagements run smoothly, effectively, and with meaningful impact for our members and the wider industry.

This year has reinforced our core mission: Making Connections & Elevating Experiences. Every interaction, event, and collaboration has been guided by our focus on membership value, industry development, and creating platforms where ideas and opportunities can flourish. Reinforcing the transformation and growth, we are also looking at further expansion to give back to the community and our members, ensuring that the benefits of our collective efforts extend beyond immediate initiatives.

Looking ahead, 2026 promises to be even more remarkable. With CCAM proudly hosting the CC-APAC Awards, we are poised to raise the bar further, not only celebrating excellence in our industry but also strengthening our regional presence and networks.

I would like to take this opportunity to thank our President, EXCO members, Friends of CCAM, Members of the Industry, Industry partners, and Affiliates for your trust, support, and dedication. Your contributions are the foundation of our achievements, and it is through this collective effort that CCAM continues to thrive.

As Secretariat, we remain steadfast in our commitment to delivering meaningful experiences, fostering growth, driving connections across the industry, and giving back to our members and community. Here's to a 2026 filled with greater collaboration, innovation, and success — together, we will continue to elevate the standard of excellence.



CCAM MEMBERS 2025

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			pharmaniaga				Sudong <small>A member of the Singtel group</small>		
	TELECONTINENT								
									
		TalentCorp <small>ATTRACT • NURTURE • RETAIN</small>				zoom			
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				Level3AI					

**Thank you for supporting us.
We truly appreciate it and hope for your
continued support for CCAM.**

MAKING CONNECTIONS



As we close out this year, we want to extend our heartfelt thanks for your incredible support. It's been an exciting journey, and we're thrilled to have you with us.

Stay tuned—big things are on the horizon for 2026!

We can't wait to share what's coming up next. Watch this space for exciting updates and new opportunities to connect!

Here's to an even brighter year ahead! experience but also bring renewed colour, energy, and vibrancy to our nation and the local industry.

Season's!
Greetings

Thank you for being an important part of our journey so far.
Let's continue together as we drive this industry forward