

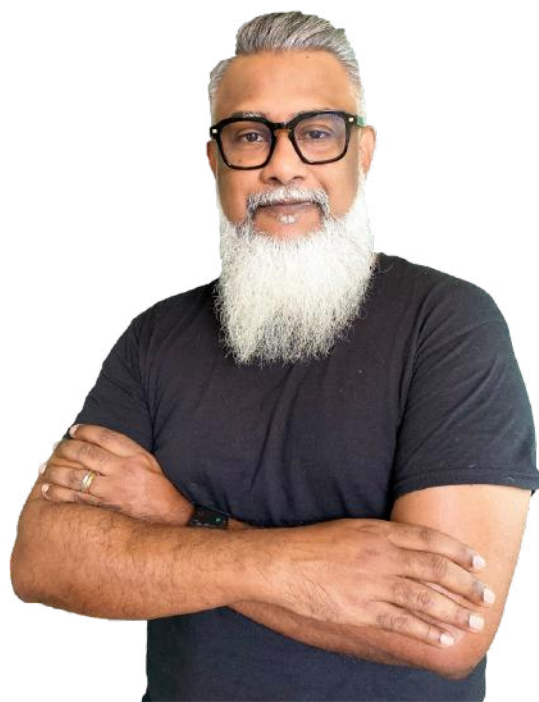
Making Connections

Greetings from CCAM,

First and foremost, it was great to finally see most of you in person at the National Contact Center Conference 2022. I am happy that we were able to hold the event live this year after being online for the last couple of years. Thank you for continuing to grow with us here at CCAM. It is due to your continued support that CCAM has been able to persist in providing our services for the betterment of this industry.

As the country moves forward to the Endemic Phase of COVID 19 and we return to work with less disruptions, we can look towards more changes in the landscape on how we operate within this industry. I'm sure that although there will be some challenges in navigating these times, they will also offer us great opportunities for advancement. We continue to see rapid growth in the CX industry in Malaysia, owing to the pent-up demand from both local and global clients, and the higher confidence in our infrastructure and work-from-home (WFH) arrangements.

CCAM too has had a very productive quarter. On the 31st of March, the process for the Industry Excellence Awards was kickstarted and will conclude with the Gala Awards Dinner on 30th September 2022. Apart from the NCCC we had our Annual General Meeting on the 27th of June 2022, and we successfully held our online training programs, with more to come. We also welcomed some new members into the fold.



Raymond Devadass
President

As we move towards the second half of the year, I'm looking forward to seeing this Association grow and thrive in terms of membership, events and enrichment, and I'm looking forward to seeing you at the upcoming events. I hope to see many of you both at the Awards Gala dinner and at the CX Summit 2022 in November. I'm excited to see where this industry can grow in the next couple of years.

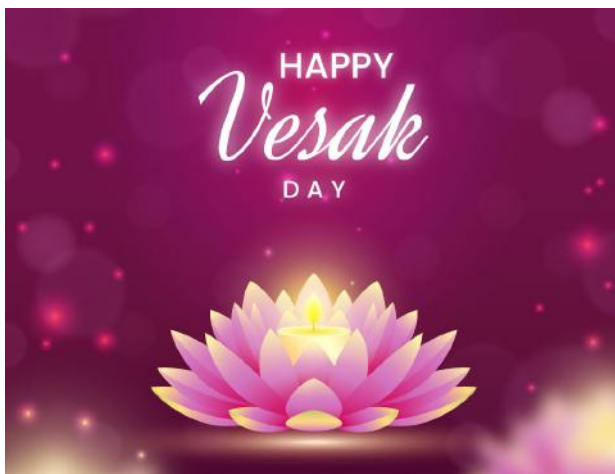
May we keep progressing together by "Making Connections" through this new phase!



This year, for the first time in two years, Muslims all over the country were able to go back to their hometowns to visit their families for Hari Raya. It was indeed a joyous occasion, albeit a very rushed one as the country had expected Hari Raya to fall on the 2nd of May but instead, it was on the 1st of May. Even through the mad rush of last minute shopping and cooking, there was an air of happiness for those who hadn't been able to celebrate with family during the previous years.



Did you know that in Malaysia, Labour Day has only been a public holiday since the 20th of May 1972? We can thank the Deputy Prime Minister at the time, the late Tun Dr. Ismail Abdul Rahman for taking care of our hard workers.



Gautama Buddha was born into a royal family in what is now Nepal. As a member of the royal household, he was protected from being able to see the suffering outside of the palace grounds. When one day he was exposed to this life however, it set him on a journey of enlightenment which began with him renouncing his royal position. Even today, his teachings influence a large part of the global community.

Give, even if you have a little
- Gautama Buddha -



Pesta Kaamatan is celebrated officially on May 30 & 31 in Sabah, whilst Hari Gawai is celebrated on June 1 & 2 in Sarawak annually. Both are traditional festivals of the ethnic Kadazan-Dusun (Sabah), Dayak (Sarawak) and all other related ethnic groups in Sabah & Sarawak, to mark the end of the harvesting season. Usually the preparation begins at least a month before the festivals. On the day of the festivals, family and friends gather to eat, create music and dance, to give thanks to Gods for the year's harvest.



HIGHLIGHT ON THE INDUSTRY EXCELLENCE AWARDS 2022

The Annual Industry Excellence Award Dinner is happening this year on the 30th of September 2022. Save the details in your calendar and make time to go shopping for your costume. Of course, there's going to be a theme which will be announced soon.

Meanwhile, behind the scenes, the judging process has already begun, along with a couple of supporting events.

Pre-Awards Briefing

A pre-award briefing was held online in order to give the Industry Excellence Awards contestants insight on the judging criteria. This was to ensure that participants understood how they were being evaluated in order to even the playing field for them.

To ensure that all participants for the Annual Industry Excellence Awards, the first ever Coaching Clinic was held. Attendees were given a deeper understanding of the judging process and the changes that had to be implemented due to the changes in the industry.

To watch the recording, please click [HERE](#).



CCAM
MAKING CONNECTIONS

Knowledge Partner



Gold Partners




Industry Partner



Technology Partner



EXCEL WITH AN IMPACT AT THE CCAM AWARDS!

COACHING CLINIC

Date: 29th April 2022 (Friday)
Time: 3 P:M - 4 P:M

**YOUR GUIDE TO
SUCCEEDING
AT THE AWARDS!
REGISTER TODAY!**

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 awards@ccam.org.my

Understanding AI and what the Future holds for Contact Service Agents



How AI improves agent experiences

[DOWNLOAD EBOOK](#)

The first “chatterbot,” ELIZA was developed at the Massachusetts Institute of Technology in the mid-1960s. Originally developed for a psychological setting, ELIZA would aid doctors treating patients.

First created to demonstrate the theory that communication between humans and machines would be superficial, chatbots have turned out to be key to customer service in today’s modern contact center.

How AI is being used now.

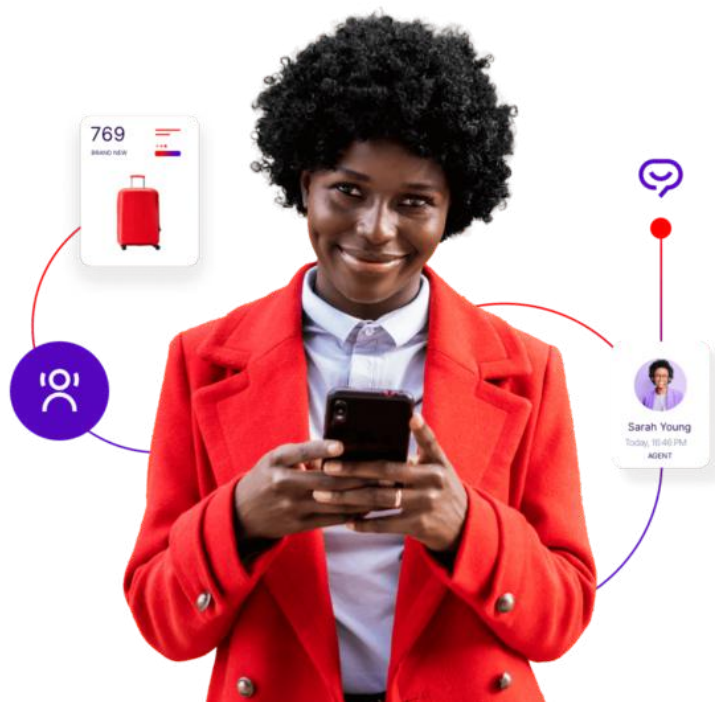
AI currently supplements the human workforce through the deployment of virtual agents, essentially chatbots that can handle frontline activities such as account or balance lookup, password resets, and other common, yet low-complexity activities.

Aided customer self-service is another current use case for AI in the contact centre. This type of assistance quickly provides relevant information to customers, helping to increase **customer satisfaction** (CSAT).

As time progressed, artificial intelligence solutions also aided human contact centre agents, prompting them with next-best actions, reducing data entry, and handling other mundane aspects of the role of an agent.

Solutions like **Talkdesk Agent Assist** provide agents answers or support to progress the conversation and simplify tasks such as searching product information. Agent assist technology provides human agents upsell and cross-sell opportunities based on access to database information on the products and services purchased by customers.

A third way that AI is being deployed in today’s contact centres is for data collection and analysis. The volume of customer data generated through the contact centre is vast and can provide a wide array of insights, including:



- **Conversational intelligence.** Provides subjective insights into the customer’s mood, how empathetic the agent was, and other aspects such as sarcasm. This data is typically exclusive to voice interactions.
- **Interaction intelligence.** Comprises an analysis of every aspect of the customer experience from the minute the customer dials the phone or engages a chatbot. This includes data like estimated wait time, compared with the actual time the customer waited to engage with an agent.
- **Contact centre intelligence.** Analyzes every customer interaction—conversation, email thread, and text. Contact center intelligence provides a **360 view of contact center** operations and can provide recommendations for improving the customer experience.

For more information about **What the future looks like for AI**, click [HERE](#).

SPOTLIGHT ON THE CCAM EXCO

"Stress is in any profession you may want to pursue. To reduce your stress, be knowledgeable in what you do and remember the purpose of why you are there, that is to serve the customer well"

41 years ago, the bank that Jasmindar was working for at the time asked him to start a 20 seat call centre from scratch. That was his first step into this industry in which his career has grown since. Jasmindar believes that now, there are many opportunities for those who would like to build a career in this industry from a Customer Service Consultant to multiple other positions in IT, Workforce Management, Quality Assurance, Training etc. His advice to those wishing to build a career is to always do your best, no matter which path you choose, and to have the passion to serve the customer well.

Speaking of his career, Jasmindar shares some experiences which have stuck with him. One which gave him a sense of great fulfillment was during an incident with cheque processing systems and a thousand cheques hadn't cleared. A call was escalated to Jasmindar where a father urgently needed a cheque from JPA (Jabatan Perkhidmatan Awam) to clear so that his daughter's expenses while studying in Australia could be covered. Jasmindar personally took this matter on and the issue was resolved to the satisfaction of the customer, resulting in a very thankful customer. This, in turn brought light into Jasmindar's day. Of course, there are also amusing stories, such as the time when it was past midnight and a customer couldn't withdraw money from his account as he had exceeded his withdrawal limit. This particular customer asked if they could go to the Call Centre Department in order to borrow money.

This career path is never dull indeed!



Jasmindar Singh
Executive Committee
CCAM



Celine Chan
Managing Director APAC
Webhelp

Celine Chan found her way into the contact centre industry via a sales position for IT products. The company she worked for at the time was supported by a BPO Contact Centre. When she dealt with the team at the contact centre, it seemed that their day-to-day work and the challenges they constantly faced were so interesting! In comparison, other types of work seem a lot less colourful. It was this that enticed Celine to be part of this industry that she is passionate about.

To those who want to rise in this industry, Celine's advice is:

"Be prepared to work very hard and it is a must for it to be a joy to work with people and team mates. Have a passion for managing different kinds of challenges and be creative in overcoming different matters at all times."

She also thinks that it is important for those who wish to rise in the industry to have career mentors. This would provide them with an experienced individual who they can bounce ideas off of, share both positive and negative experiences, get advice from, and help them see things clearer during those times when their thoughts might be muddled.

Adi Nasreen holds a Degree in Electrical and Electronics Engineering from the University of Shinshu, Nagano, Japan. Upon returning to Malaysia post-graduation however, he found that the IT industry had boomed and IT professionals were much more in demand than Engineers. This, and the fact that Adi could speak Japanese was the catalyst that drove him into a role as a Japanese Speaking Claims Analyst which had nothing at all to do with Engineering. As the role required some basic computer skills though, Adi developed an interest in IT and a move into a role in IT Services gave him an opportunity to build a deeper foundation in the specialisation.

Technology moves fast in the contact centre environment. Staying within it gives Adi firsthand experience of the technological evolutions within this industry. The recent Covid situation has given the industry an even bigger move as people quickly adapted from working at the office, to working from home, to the current hybrid working models. The fact that this industry is faced with many challenges gives Adi the motivation to explore better ideas in order to overcome them.

In growing within the industry, Adi believes that having mentors is important. He personally has a few mentors with whom he is able to share and discuss career matters. These mentors give him tips and insights. On top of that, mentors can be your gateway to building a greater network for your future prospects.

If you have a good mentor, you could possibly shorten your journey towards achieving your goals.



Adi Nasreen
Service Desk Manager
DHL IT Services

Past Webinars & Events



Run by Ms. Rajeswari Thanapalasingam, this course gave participants the tools needed to handle different types of customers with grace and composure, methods of managing stress and emotions during difficult calls and to utilise the GIFT formula handle customer complaints and work with the customer to find a solution for their problems.

"Choose the right technology at the appropriate place and the appropriate time," Raymond Devadass, Founder and CEO, Daythree & President, CCAM.

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

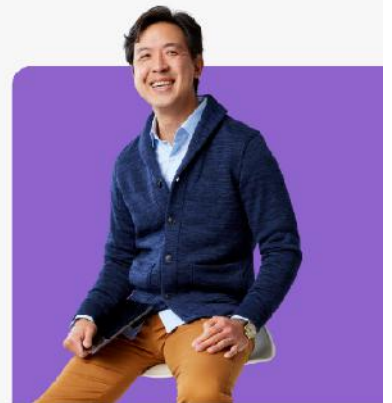


CX in 2022: What will change for organizations in Malaysia?

Don't miss out on the conversation.

Date : 21st April 2022
Time : 3:30pm - 4:30pm

[SIGN UP FOR THE WEBINAR](#)



Future of Customer Loyalty and Work

Date : 19th May 2022
Time : 3:30pm - 4:30pm

[SIGN UP FOR THE WEBINAR](#)



Knowledge Enhancement Virtual Visit with AMEX

This virtual tour gave other members a chance to see how the 2021 Award Winners, American Express conduct their operations. It was engaging and educational for those who attended.

The Annual General Meeting was held on the 27th of June to discuss the direction of CCAM in the following year. We hope to expand our membership to facilitate better information exchange within the industry and also to grow the events.







CCAM 10KM

MERDEKA RUN

1st - 31st August 2022

Run when you can, walk if you have to, crawl if you must, just never give up – Dean Karnazes

CCAM brings to you Merdeka Run 2022!

CCAM is keeping this run virtual so that you can encourage your family, friends & colleagues to participate along with you. Let's make this year's event a social occasion where you can run together and encourage each other at your convenient time.

Do remember to take videos and photos of your run activity and tag CCAM at @ccammalaysia in your social media posts so that CCAM can enjoy this journey with you. There will be a surprise reward for the most creative run video / photo tagged.

CCAM will see you at the finishing line where each participant will receive a T-shirt. Those who complete the run will also receive a e-certificate. See you all there!

To join the run, click [HERE](#).

From Customer Experience to Customer Success

Excerpts from the CCAM COPC Malaysian Industry Benchmarking Research Report 2022

In the last ten years, there has been a considerable increase in the number of different contact channels available for consumers. We have seen the introduction of new self-service technologies (such as chatbots) and broad implementation of video chat, webchat and asynchronous messaging systems. However, our research indicates that the contact centre industry believes Malaysians are more committed to using these new channels than they actually are.

What are our Customers' Preferred Channels?

According to the data, the two most "preferred" channels for consumers are **phone** and **email**, but globally, customers are beginning to move away from these channels. Meanwhile, contact centre managers believe that **phone** and **self-service** are customers' two most preferred channels. This indicates a misalignment between channel strategy and customer preference.

Due to this misalignment, Malaysian organisations **force customers** into channels they do not necessarily prefer, like self-service. Then, the customer must switch channels to get their issues resolved. In fact, **87% of Malaysian consumers** told us they used multiple channels to fix their last problem.

The Risk of Channel Switching

The Malaysian contact centre industry believes that customers mainly **choose** to switch channels. However, **57% of customers** who "channel-hop" say that either the complexity of their enquiry or poor customer service processes forced them into other channels.

The implication of forcing customers to switch channels versus allowing them to choose is significant. When organizations force customers into channels, they are less satisfied with their experience (even when they get resolution) than customers who choose to switch channels.



Focus on Resolving the Customer's Issues at the First Point of Contact

Research confirms that issue resolution remains a critical driver of the customer's experience. To deliver a better experience and improve all associated performance metrics, * companies need to develop processes that allow customers to resolve their issues with as few contacts as possible.

Malaysian customers who experienced first contact resolution (FCR) showed a **92% satisfaction rate**². Each additional step the customer must take negatively impacts the customer experience. For instance, the satisfaction rate for those who had to make **three or more attempts is 78%**². First contact resolution, regardless of the channel in which the customer's journey began, is the key to high satisfaction levels.

**Associated performance metrics include customer satisfaction, Net Promoter Score, and Customer Effort Score.*

1. "From Customer Experience to Customer Success," CCAM Industry Research Report 2022, COPC Inc., June 2022

2. 2021 Malaysian Customer Experience Report, COPC Inc. December 2021

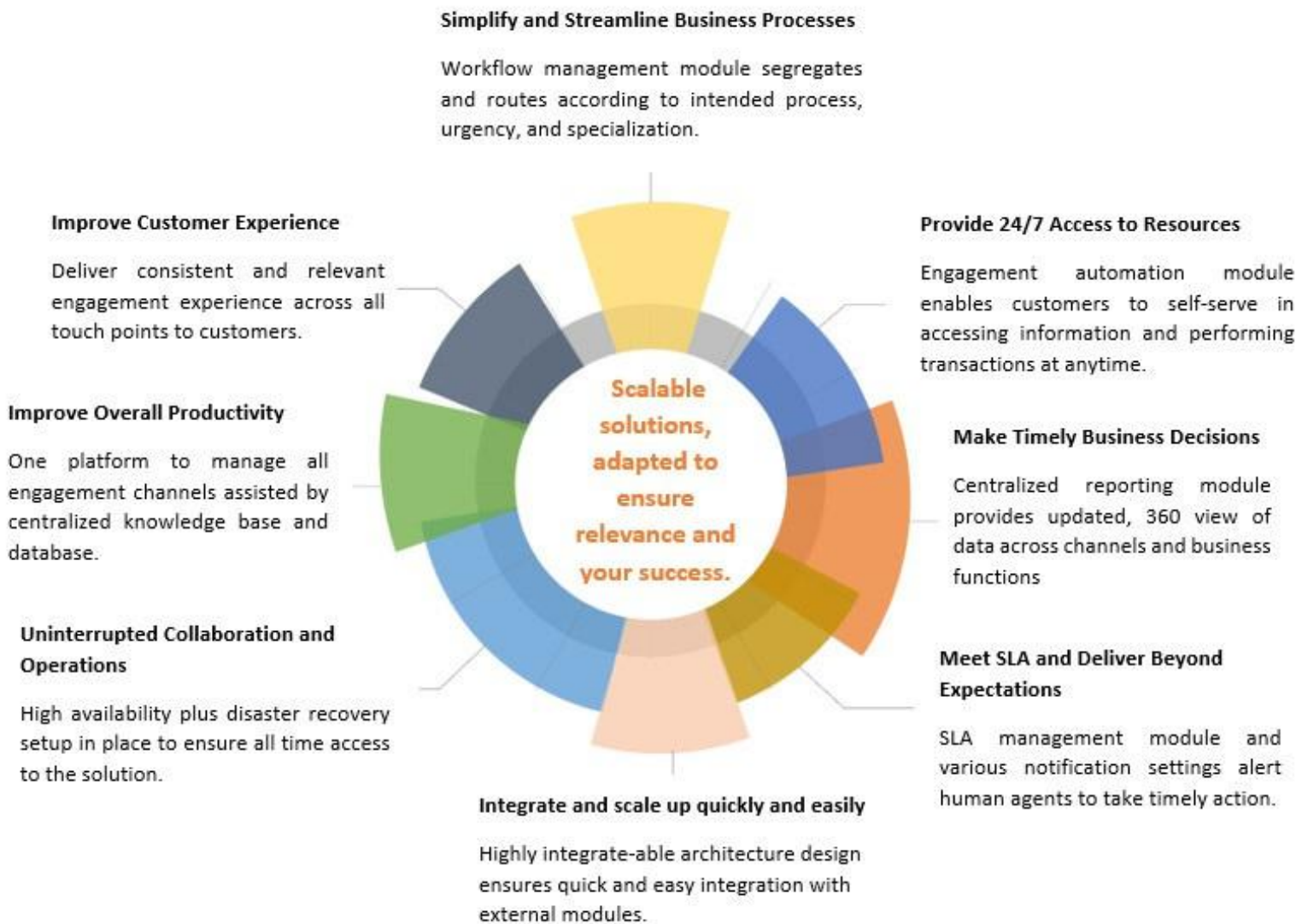
COPC Inc. conducts industry-leading research that informs planning and development strategies. Additional resources around timely issues affecting contact centres and customer experience are available in our Global Benchmarking Series 2022.



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Your customer engagement company with over 20 years of experience in providing engagement management solutions that are adapted to meet your requirements and target business outcomes.

We Provide



Our Customers

100+
Customers

3000+
Seats

7
Countries

5,000,000 +
Interactions a year



The Return-to-Office Dilemma

Economies are opening up around Asia and one thing is clear, the remote working 'new normal' that we adapted to over the past 2 years is slowly transitioning into more flexible hybrid working models. Just when we thought things were improving after the Great Resignation and increasing employee turnover, another challenge emerged – the return-to-office.

Throughout the COVID-19 pandemic, motivating employees was a huge challenge but companies came up with creative initiatives to keep teams engaged.

The same kind of effort is needed to help employees re-adapt to working in a physical workplace yet unfortunately, many leaders are underestimating this and may suffer high turnover and lower morale as a result.

At GrabForBusiness, we speak with business leaders on a daily basis to help companies recognize this change and make their employees' return-to-office experience enjoyable and reduce the possible aftermath effects of this change. We partner with hundreds of organisations across the region to support their return-to-work strategy through our core offerings of – Business Transport, Express (delivery service), Food, Mart, and GrabGifts (e-voucher).

We'd love to speak with you about your return-to-office strategy, any difficulties you're facing, and share ideas on best practice. Come and speak to us [HERE](#).

Contact kamil.darman@grab.com or 013-345 5914

National Contact Centre Conference 2022
"The Great Leap"
29th June 2022 | The Hilton, Petaling Jaya | 8:30am - 6:00pm

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NCCC 2022 was a great success! It was heartening for CCAM to see how excited the industry was to come together again after being limited to online meetings for a couple of years. Delegates got an insight into the latest and greatest in the industry from our esteemed speakers. Organisations presenting included MDEC, COPC, NICE, Freshworks, Talkdesk and Microtel.

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Delegates got an insight into the latest and greatest in the industry from our esteemed speakers. Organisations presenting included MDEC, COPC, NICE, Freshworks, Talkdesk and Microtel. Then in the afternoon, delegates were challenged by two deeply thought-provoking panel discussions from named practitioners in the industry. Much discussed were the changes in the last two years and how those changes have in fact, brought a growth in the contact centre industry of Malaysia.

We would say that this year's National Contact Centre Conference was a positive experience and we are very thankful to the speakers, panellists, delegates and sponsors of this event. It could have only come together so well with everyone's effort.

For more, click [HERE](#).

Welcome New Members



NTT Ltd. is a leading global technology services company. Working with organizations around the world, they achieve business outcomes through intelligent technology solutions. For NTT Ltd., intelligent means data driven, connected, digital and secure.

Talkdesk helps companies deliver a better customer experience. They are innovative, creative, and challenge the old status quo in order to help their customers thrive and grow. They have fun shaking up the industry and they're building a business that's also a great place to work.



The **Grab for Business** portal is a user-friendly application that helps businesses keep their accounting books clean, hence making it easier to manage audit trails. It provides businesses with convenient ways of rewarding their staff and managing their expenses.

Collabera innovates at the intersection of software engineering and human experiences. With 700+ clients across industries, their focus is on solving complex business issues with modern technology solutions and expert teams. Collabera also provides talent sourcing for contact centres.



Conduent delivers business process outsourcing (BPO) solutions that ignite efficiency, savings, and revenue growth across industries. It's why 80% of the Fortune 100 and over 500 government entities depend on us to drive exceptional outcomes for their organizations and the millions of people they serve.

The company is an affiliate of **Philip Morris International (PMI)** and has approximately 380 employees in Malaysia today. In 2016, PMI announced the decision to build its future on smoke-free products, which are a much better choice than cigarette smoking. In Malaysia, the first of these products, a tobacco heating system under the IQOS brand, is already available, as well as in many other markets around the world.



QUIPS FROM 2021 AWARDEE

BRONZE AWARD FOR BEST SOCIAL MEDIA



Rana Ranveer Singh,
Country Manager



IGT Solutions has been a Member of CCAM since 2020 and in 2021, they won the Bronze Award for Best Social Media. Speaking of their experience while participating in the nomination process for this award, Rana Ranveer Singh shares that the team found the process enjoyable as this was a project that they were all passionate about. What they found most gratifying was the insight they gained from the reviews and look backs they did during the submission and nominations. The process highlighted the tangible results of the team's hard work, and reminded them of how much they had accomplished, especially during tough times. This insight, in turn, renewed the team's spirit.

"Remember, we don't manufacture or build or harvest, we don't sell anything we can touch. What we have is ingenuity, intelligence and the dedication of our employees. Always, always, start there," IGT Solutions

Speaking to future participants, Rana reiterates the importance of giving employees a say in their everyday tasks, encouraging opinions, celebrating differences and allowing for mistakes. IGT Solutions believes that their employees are their biggest assets and try to operate by this quote from Steve Jobs, "It doesn't make sense to hire smart people and tell them what to do; we hire smart people so they can tell us what to do."



Manju Thavamoney

From the desk of the ED

What was the first thing you did when the SOPs were relaxed, hotels, and borders opened up?

Together with four girlfriends, I became a local tourist, taking a short holiday to Cameron Highlands. It was a rejuvenating trip, breathing fresh cool air, visiting places, devouring fresh scones with fragrant hot tea, and spending quality time with great friends.

Back to CCAM, we just concluded our 11th National Contact Centre Conference on the 29th of June. It was our first physical event after almost 30 months of doing virtual events and activities. The event was a sold-out success as we had more people than anticipated. It was good meeting the who is who in the industry. One could feel the energy in the hall and see the excitement on peoples' faces greeting friends and meeting new acquaintances.

The 2022 Industry Excellence Awards process has already taken shape. Currently, the judging process is going on. Keep 30th September free for the Gala dinner where the winners will be announced.

Look out for more announcements on upcoming webinars and activities from the CCAM Secretariat. Register early to secure a seat.

I'm pleased to announce that we have a new addition to the CCAM Secretariat. Azra Mustafa joined us on the 1st of June as the Marketing, Events & Communication Executive. Welcome onboard Azra!

Till the next publication, continue to keep safe, and see you at the next CCAM event!