



Malaysia Contact Centres Digital Landscape 2025

HARNESSING THE AI ADVANTAGE: FROM TECH TO TALENT

Excerpts from COPC-CCAM joint industry research

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NCCC 2025, The Aloft Kuala Lumpur



Knowledge partner



“WE ARE STUCK WITH TECHNOLOGY WHEN WHAT WE REALLY WANT IS JUST STUFF THAT WORKS.”

■
DOUGLAS NOEL ADAMS, ‘THE SALMON OF DOUBT’, 1996

WE CAN “MAKE STUFF WORK”

COPC provides you with Six Key Pillars of CX Operational Support



CX IMPROVEMENT CONSULTING

Having a CX plan is one thing; actually executing it is our specialty. We specialise in improving your Customer Journeys and CX Operational Performance.



TRAINING

COPC Inc. offers comprehensive, globally recognized training courses, like the Best Practices in CX Operations (BPCXO) based on our extensive research, experience, and the COPC CX Standard. All trainings are fully HRDC claimable in Malaysia.



STRATEGIC SOURCING CONSULTING

We create partnerships between our clients and their vendors which are beneficial to both parties.



RESEARCH

Insightful customer experience research serves as a basis for our work. We have been conducting bespoke industry and consumer research in South Asia for 10+ years.



TECHNOLOGY CONSULTING

Our technology consultants draw on their interdisciplinary knowledge and international perspectives to assist you in staying competitive in an ever-changing market.



CERTIFICATION

Companies that have been certified by COPC are renowned in their respective industries and demonstrate a commitment to excellence in their operations.

THE CX INDUSTRY IS CHANGING

Changing Tech

- Virtual Agents & Voice Bots
- Agent-Assist Bots and Real Time Guides
 - AI notes summarization with NLP
 - CCaaS multi-channel solutions

Changing Customer

- Word of Mouth and Communities
 - New-generation sensibilities
 - Faster and cheaper access
 - Self-help and self-assist



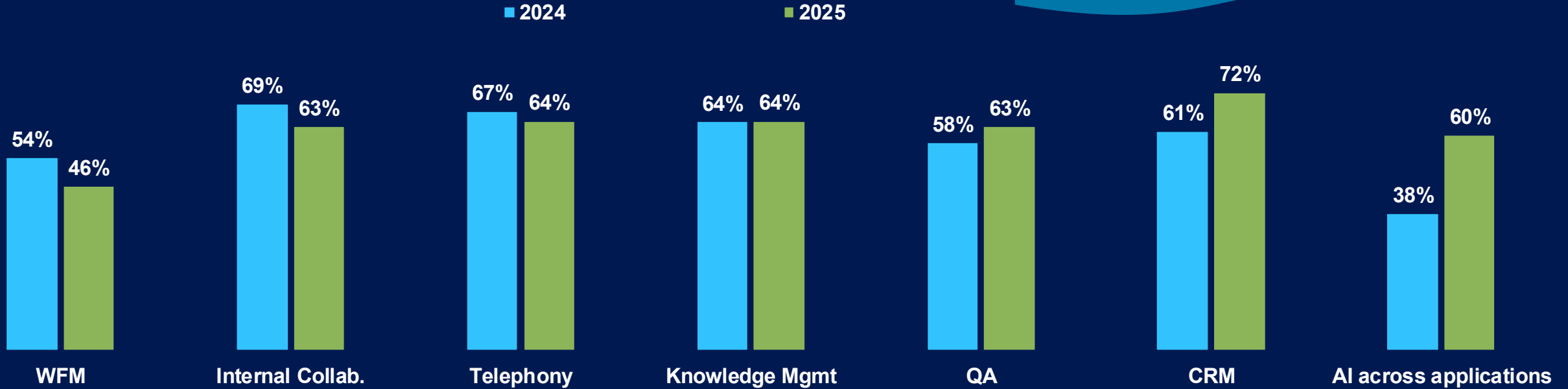
Changing Business Models

- Value-Adds right from the get-go
- Global, yet Local, services
- Predictive Analytics
- Hybrid work types

MALAYSIA – FROM INFRA TO CAPABILITIES

“Cautiously optimistic”:
More companies that ever are interested in building tech capabilities

Which technologies are priority for you?



Rapid increase in the interest and rate of adoption of technology
In areas related to capabilities



WHY THIS MATTERS TO US

Among the reasons why brands outsource globally, access to technology capabilities of outsourcers continues to be a top factor



WE ARE IN OUR 3RD ACT FOR THE OUTSOURCING INDUSTRY GLOBALLY

VALUE ENHANCEMENT

Radical innovations
Creative problem-solving
Going beyond expectations

3

VALUE ESTABLISHMENT

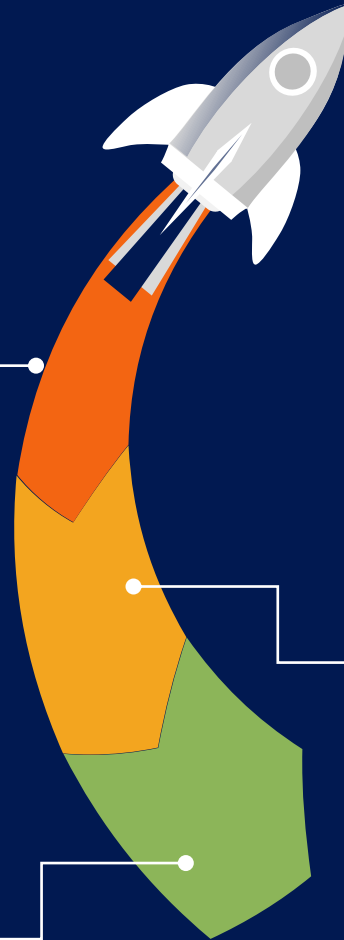
Cost leverage
Process designs
Staff skills and knowledge

1

VALUE DELIVERY

Stability, consistency, governance
Operational performance
Productivity gains

2



WHAT IS WORKING FOR MALAYSIAN CONTACT CENTRE INDUSTRY?

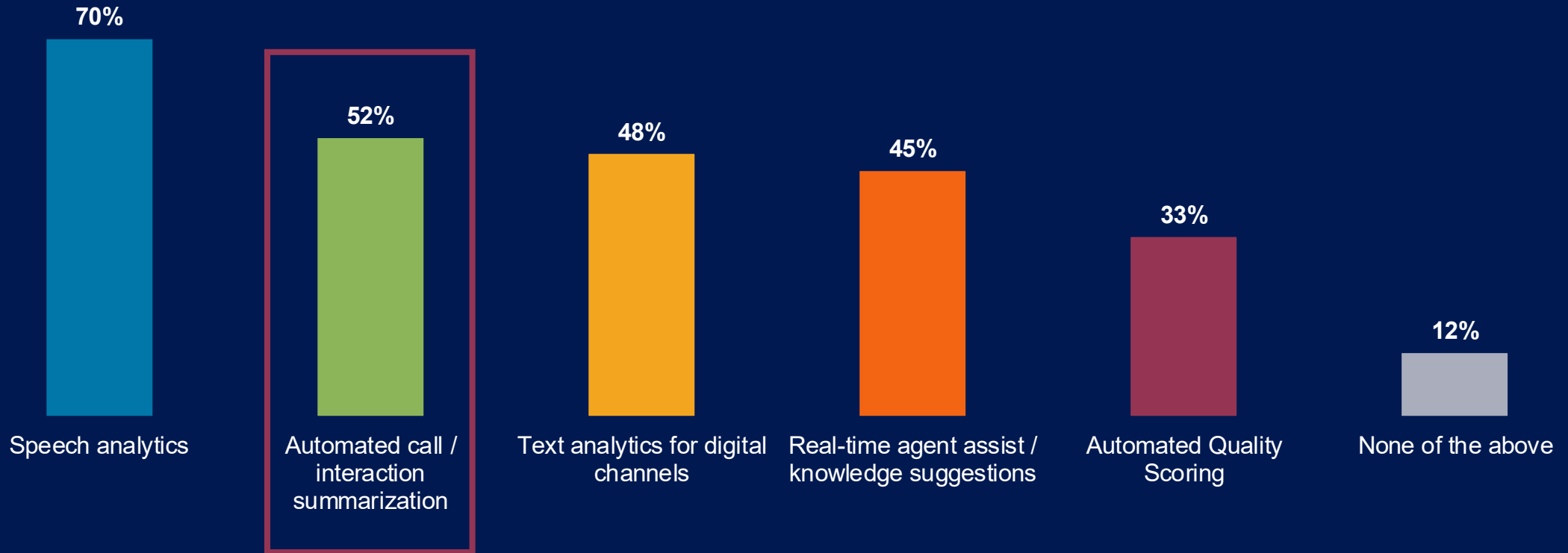


**BUT, WE
MIGHT
NEED TO
REALIGN
OUR
PRIORITIES**



HARNESSING THE AI CAPABILITIES

Which of the following AI capabilities have you implemented? (Select all that apply)



“AI IS NOT A TOOL, IT’S AN AGENT” – YUVAL NOAH HARARI, 2024

S Can you analyze a list of call logs from a contact center process and identify the reasons for customer contact? I would like to know the failure demand that can be eliminated. Thanks.

I'd be happy to analyze your call logs to identify customer contact reasons and pinpoint failure demand that could be eliminated. To do this effectively, I'll need to review your specific call log data.

Could you upload your call log data? Ideally, this would include:

- Call timestamps
- Call durations
- Customer IDs or reference numbers
- Contact reasons (if categorized)
- Call outcomes
- Agent notes or call summaries
- Any resolution status information

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	SW:	Ms	Schutte	IDOKENQ:	returning	missed	call	regarding	missed	payment	OUTCOME:	updated	card	details	on
2	MEMIDOK:	Mem	wanted	to	confirm	if	we	can	call	Authorised	contact	to	pay	for	renewal
3	IDOKmem	called	to	make	sure	he	has	the	right	CC,	advised	we	have	a	visa
4	SW:	auth	memENQ:	wanted	to	renew	and	update	policy,	wanted	to	make	sure	he	was
5	IDOK -	Mem	having	trouble	processing	her	Renewal	online	so	called	us,	Tried	to	issue	&
6	SW -	Dr	FranksENQ -	Dr	returning	a	VM	regarding	missed	payments,	OUTCOME -	Seen	that	the	
7	SW:	Dr	Wiggers	De	VriesENQ:	Received	a	call	about	a	missed	payment,	Called	to	
8	IDOK -	mem	Dr	Nadiger,	called	topay	over	due	amount	on	account	and	update	future	
9	idok,	dr	called	to	upgrade	from	dit	to	Emergency	med	specialist,	commencing	consultant	role	
10	SW:Dr	KuoENQ:	increase	billings	to	less	than	500K	and	renew	policy,	Outcome:	Made	policy	

Analysis of Call Center Logs

Common Contact Reasons

Based on the sample provided, I've identified these primary reasons customers are contacting your center:

- 1. Payment-related issues** (most common):
 - Making overdue/missed payments
 - Updating card details due to expired cards
 - Payment verification/confirmation
 - Questions about unexpected charges
 - Payment method changes (credit card to direct debit)
- 2. Policy changes/updates:**
 - Billing threshold adjustments
 - State/location changes
 - Specialist coverage verification
 - Policy renewals
- 3. Technical difficulties:**
 - Problems processing renewals online
 - Payment errors (payments showing as taken b

Failure Demand Identification

Failure demand represents contacts that result from earlier failures in your processes. From your sample, I've identified these failure demand categories:

- 1. Payment processing issues** (highest volume):
 - Missed/failed payment attempts requiring follow-up calls
 - Expired cards in the system leading to failed payments
 - Payments showing as "pending" but not processing correctly
 - Confusion about payment timing or frequency
- 2. System limitations:**
 - [redacted] system not allowing different payment cards than what's on file
 - Online renewal processing failures
 - Payment reconciliation delays
- 3. Communication gaps:**
 - Members returning calls about missed payments
 - Customers needing clarification about charges
 - Multiple/duplicate payment concerns

Quantifiable Impact

In this sample alone:

- Approximately 70% of contacts were payment-related
- About 50% of all contacts appear to be failure demand that could potentially be eliminated
- Many calls required multiple follow-ups or escalations, creating additional workload

Provide the data

Train the model

Analyze and use the results

WE NEED TO BRING AI ON THE TABLE

36%



Only about **a third of the Malaysian industry leaders** agree that they have a formal AI implementation strategy and dedicated teams to deploy AI solutions

31%

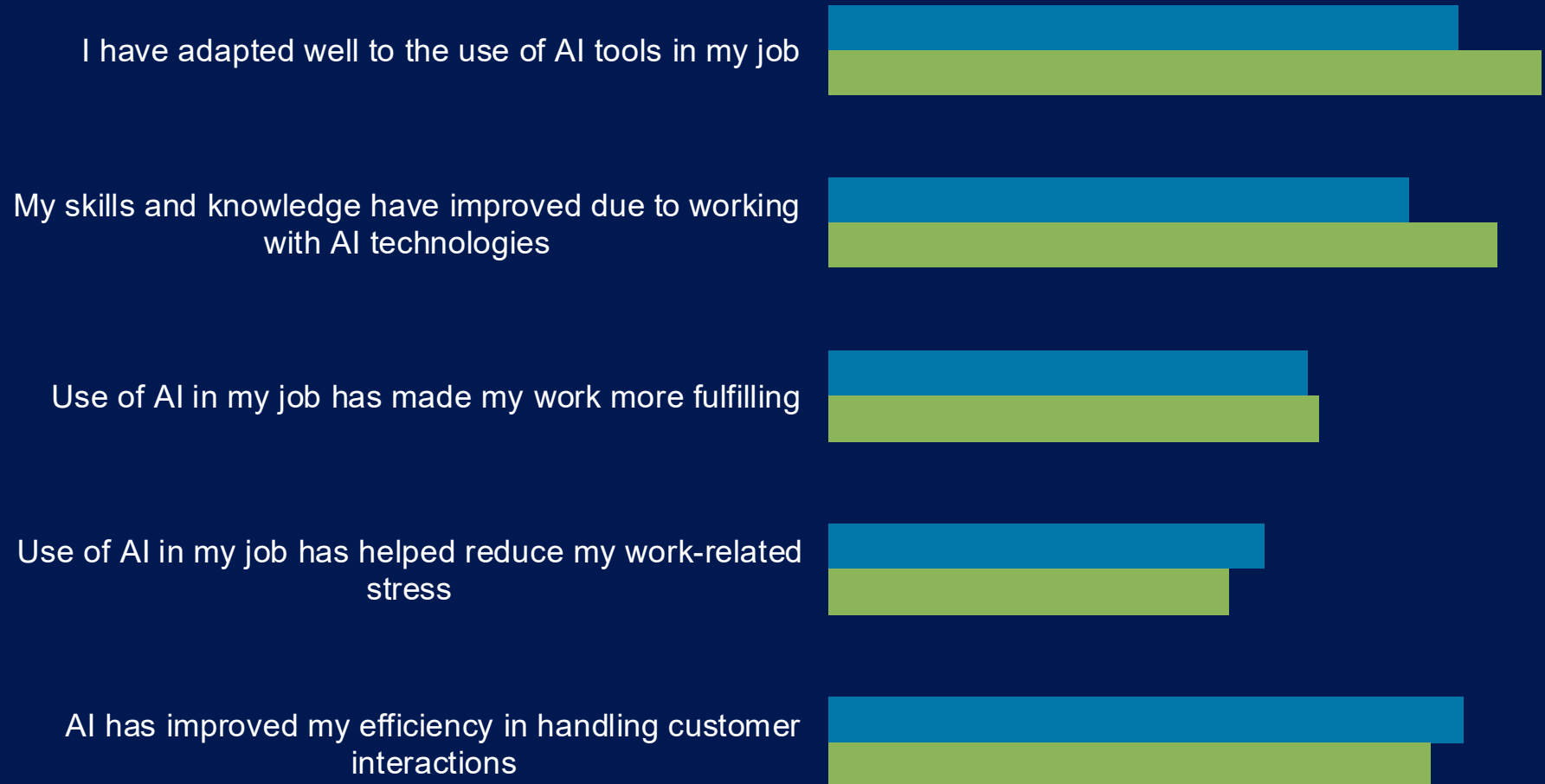


Less than a third South Asian employees say that they use **AI-based tools or technology** to support their work

Globally these numbers are around 45-50%

HOW DO THE EMPLOYEES PERCEIVE AI?

■ Asia ■ Other parts of the world



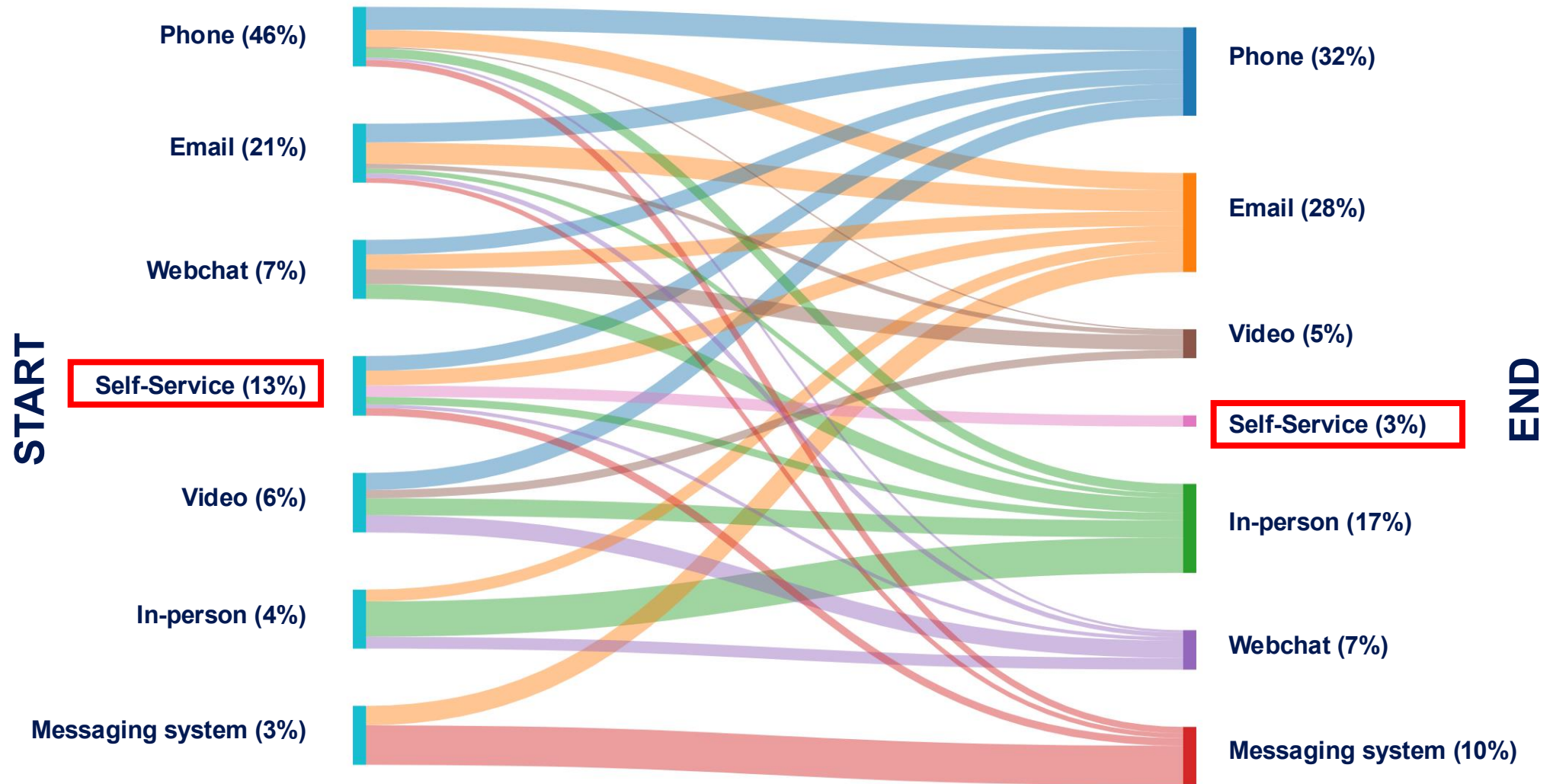
FROM TECH TO TALENT – WHAT IS THE GAME PLAN?

#1 Choice vs Purpose

#2 Cost vs Value

#3 ROI vs Adoption

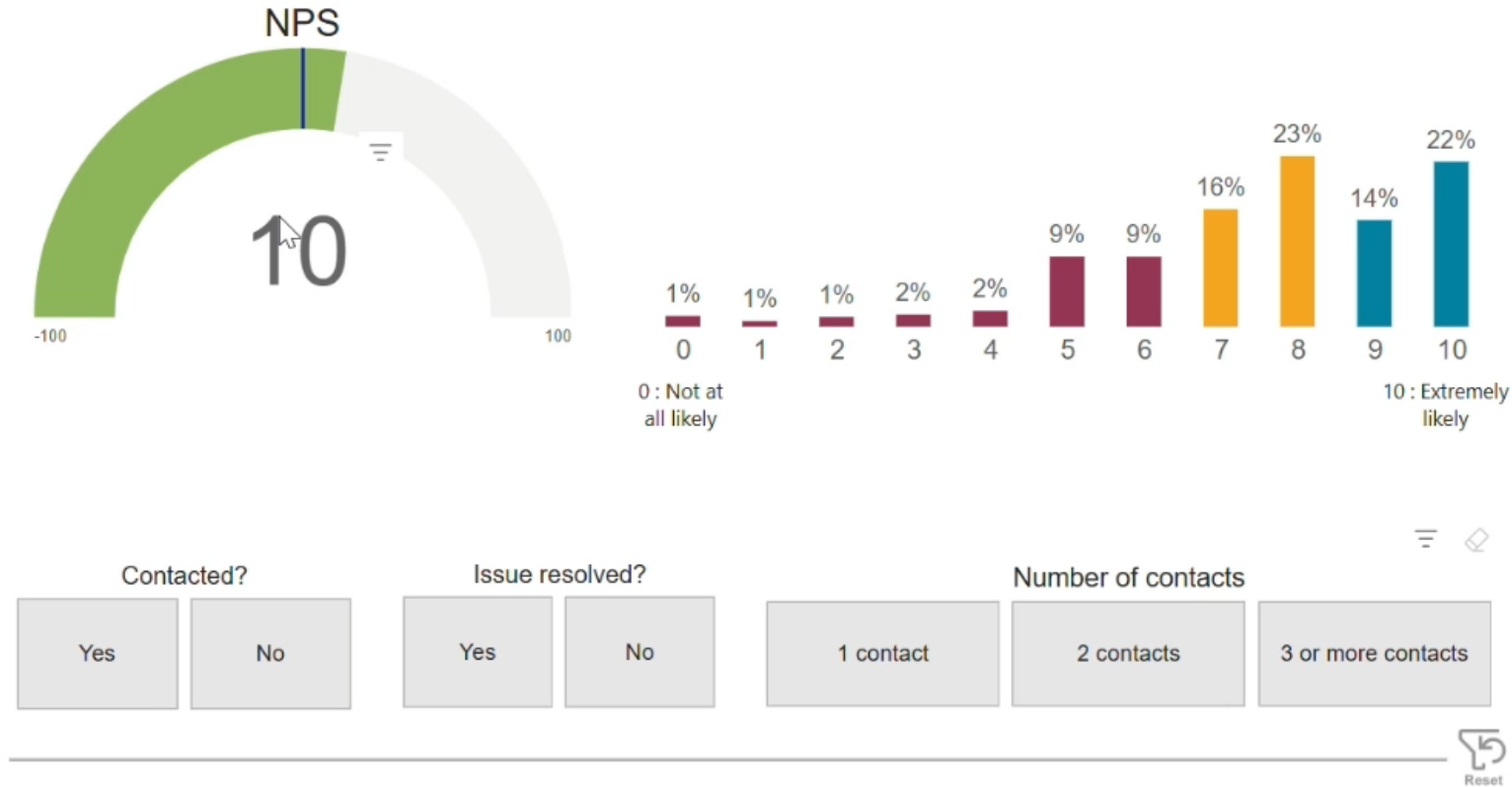
CHOICE VS PURPOSE: COPC'S JOURNEY-BASED TECHNOLOGY DESIGN



Source: From a COPC CX Strategic Advisory engagement in South Asia, 2025



COST VS VALUE: ISSUE RESOLUTION FOR IMPROVING NPS, NOT JUST THE COST



copc

Year: All

Region: All

Industry: All

Channel: All

The **COPC Inc. CX Metrics Dashboard** provides benchmarking data across industries and regions for Customer Satisfaction, Net Promoter Score and Customer Effort Score. Where data is available, users can analyze these metrics by channel.

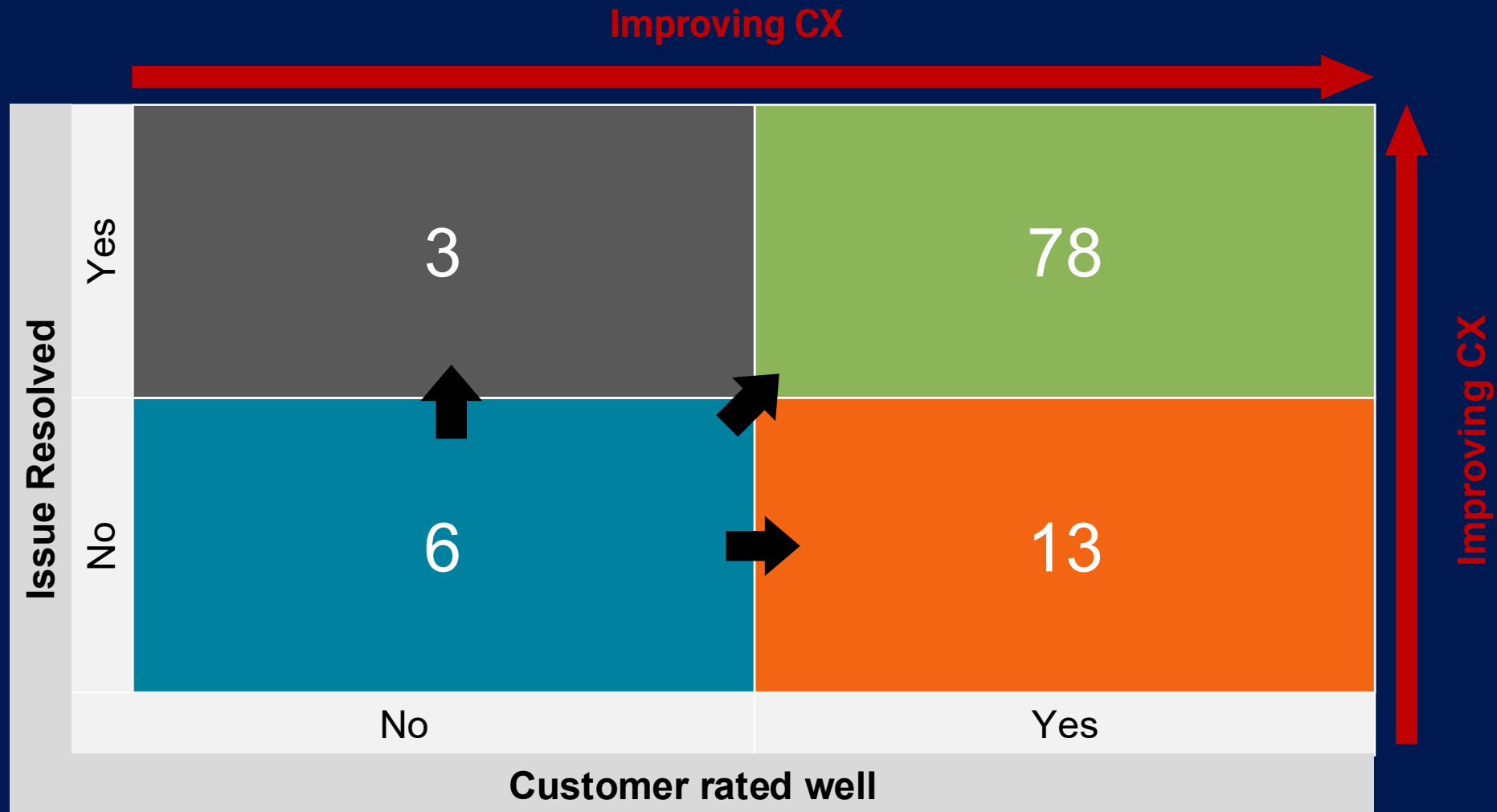
Note: N/A indicates data is not available.

Home CX Metrics

NPS CSAT by Industry

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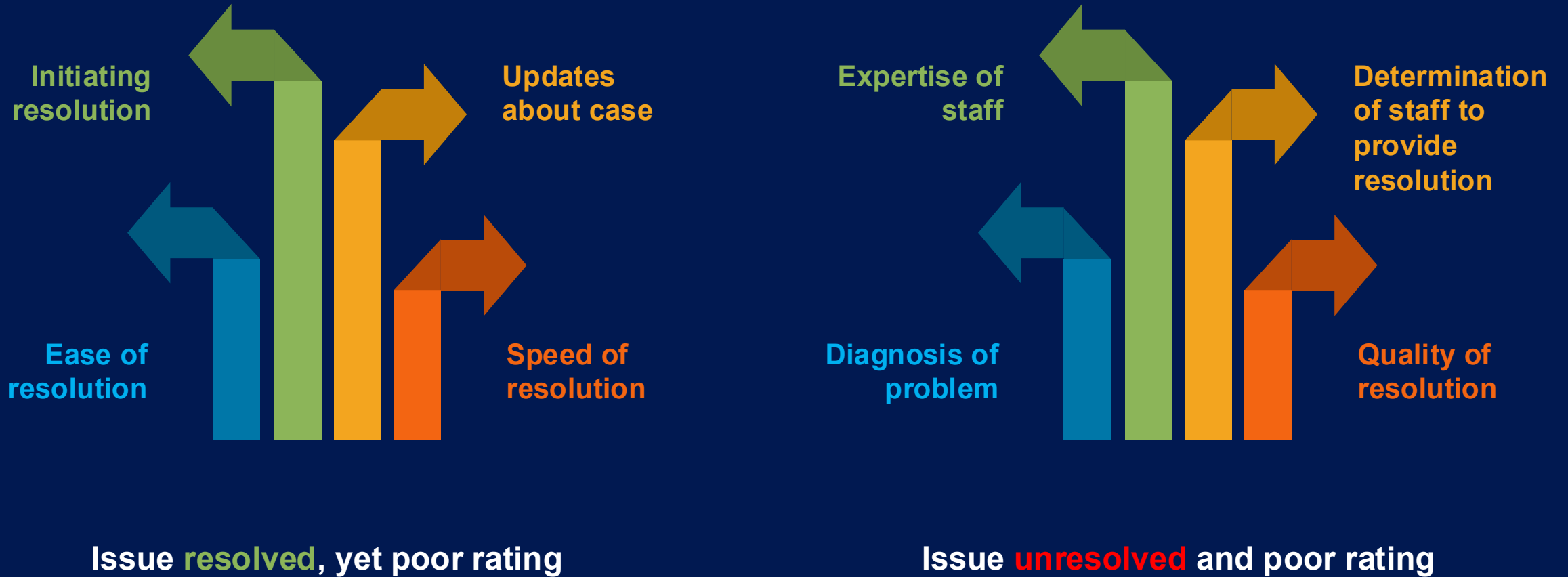
EXAMPLE OF DRIVING VALUE EXCELLENCE



Source: From a COPC Strategic Advisory engagement in South Asia, 2025
Numbers are relative percentages (out of 100)



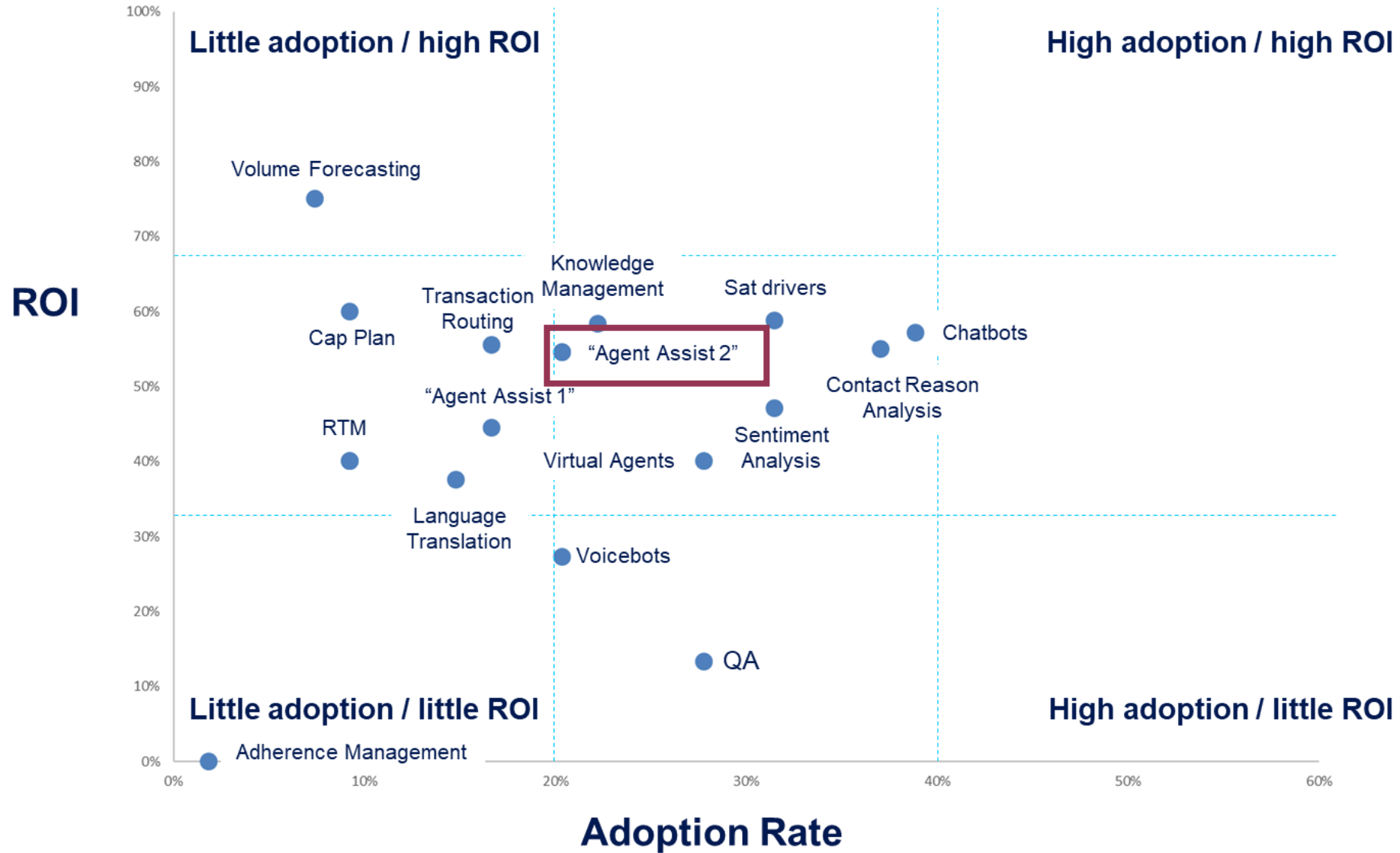
UNDERSTANDING THE DRIVERS OF CX USING LLMS



Source: From a COPC Strategic Advisory engagement in South Asia, 2025
Using ATLAS.ti for qualitative text analytics



ADOPTION VS ROI: DIFFERENT USES OF AI WITH DIFFERENT ROI



AI RESULTS

AI Notes Summarisation

- 82% of respondents agreed that it improved agent efficiency
- 53% of respondents agreed that the AI-generated interaction summaries were accurate enough to use without significant editing.
- These benefits vary significantly based on
 - Quality and Organisation of knowledge content
 - Agent adoption and trust in the system
 - Complexity of customer inquiries
 - Importance of change management when implementing these technologies

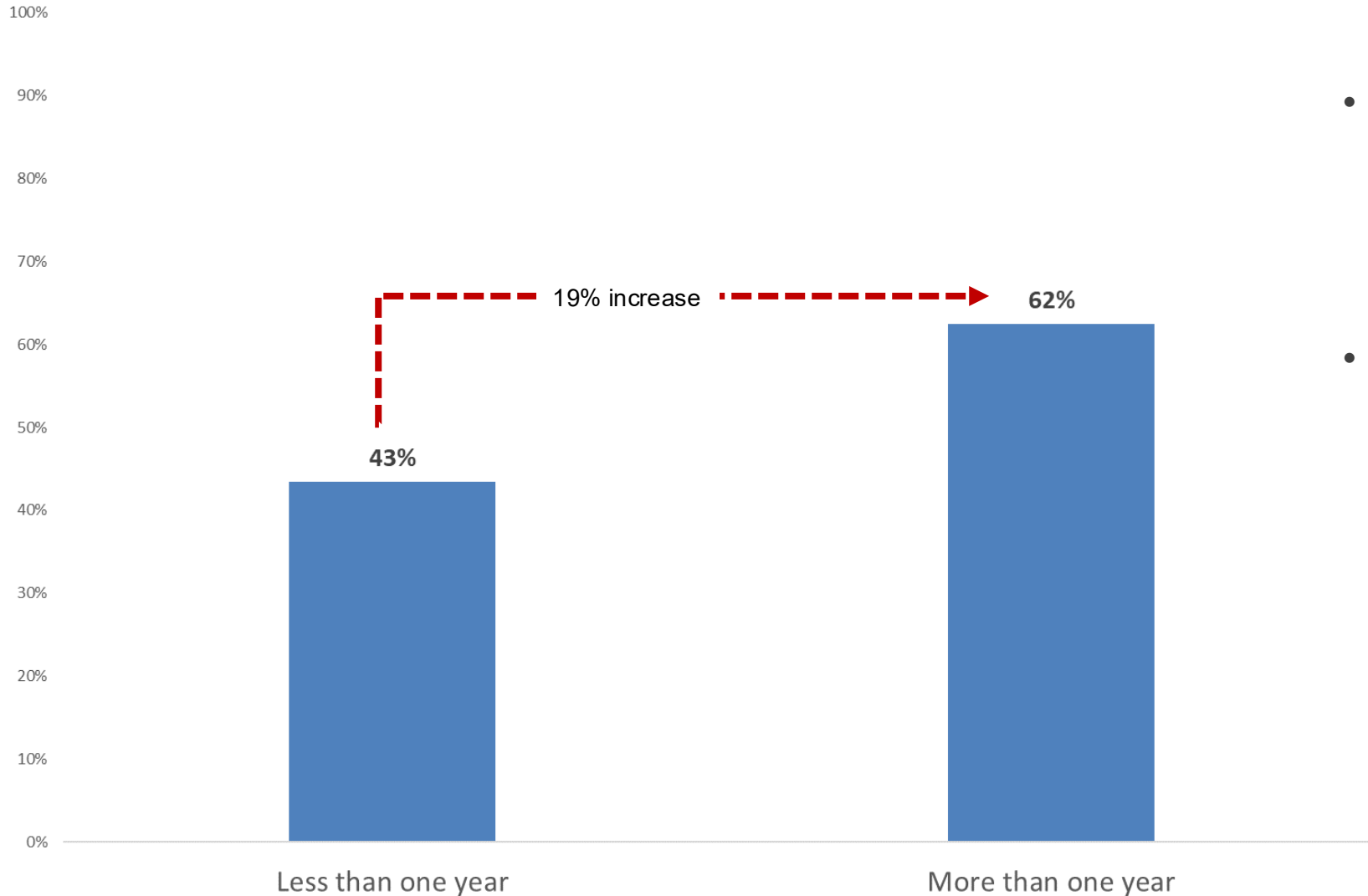
AI Accuracy

- Initial Accuracy: Typically, 75-85% accurate upon implementation.
- Improved Accuracy: 85-90% after 3-6 months of use and training.
- Continuing Challenges: Accuracy issues persist with industry jargon, accents, and poor audio quality.

Automated Notes – User experience:

- 41 agents saved 10 hours per month AHT
- 70% of agents – reduced AHT by 89 seconds
- 30% of agents – increased AHT by 25 seconds (too much time editing the notes or failing to use it at all)

THE LONGER IN SITU, THE GREATER THE ROI



- There is not universal acceptance of the AI-driven technologies delivering a positive return on investment (ROI)
- When the technology has been in place for more than a year, there is a higher proportion of respondents who state that the tech has generated a positive financial ROI.

CALL TO ACTION

#dfcx

#1 Choice vs Purpose

#2 Cost vs Value

#3 ROI vs Adoption







Thank you!



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