

MAKING CONNECTIONS

02 Edition | September 2021

Dear Friends,

I hope everyone is keeping well. Just like 2020, this year has zoomed past us so quickly and we are already entering into the final quarter of 2021! Nevertheless here in CCAM, we have seen lots of actions since I last wrote to all of you.

First and foremost, we welcomed the new 2021-2023 Office Bearers and Executive Committees at our recent AGM. It is indeed an honor to being elected President for another term to be of service to our industry and community. With your kind support and participation in our Virtual Run Event, we completed our give back by raising RM 3325 for The Autism Café Project. The coveted CCAM Awards 2021 is also well underway and we have record numbers of participation this year. Due to the current pandemic situation, we will continue to run our Award Ceremony virtually again this year.

The quarter also saw the National Contact Centre Conference taking a new format, where many of you have participated in our 5 "Happy Hour" evening sessions, with our panel of esteemed Presenters and Panelists coming together from different parts of the world sharing various exciting topics encompassing market research, technologies, and knowledge management. Some of our CCAM contact centre leaders were invited to speak at the CC-APAC event titled "Leader's Talk". There are more regional events coming your way, with the next one being the CC-APAC Regional Awards.

We have also been working very closely with MDEC. The Government, through MDEC will be providing incentives to employers on 2 programs, namely Digital Business Skills and Digital Tech Apprentice. CCAM will be engaging with you shortly on roundtable talks on these programs.

We are not slowing down for Q4, instead we will have our 1st Virtual Treasure Hunt, CCAM Awards Presentation, 2021 CX Summit and Fund a Child Surgery initiative rolling your way soon.

Till we catch up next, do stay safe and keep well!



RAYMOND DEVADASS
CCAM President

Selamat Hari Malaysia !

Do you know that Sep 16, 2021 is the 10th year of us celebrating Malaysia Day which was officially declared a Malaysian public holiday in parliament on Oct 19, 2009?

Stay Safe, everyone – mask up and sanitise !!



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Annual General Meeting

On 6 July 2021, CCAM held its 22nd annual general meeting. Every two years, an election is held to select new office bearers and committee members. Introducing the new lineup as below:



Raymond Devadass
President



Vigneswaran Sivalingam
Deputy President



Tommy Ng
Vice President



Pamesh Kuma Selvaraj
Honorary Treasurer



Norhana Nawawi Suri
Honorary Secretary



Robin Chen
Executive Committee



S. Thilakavathi
Executive Committee



Jasminar Singh
Executive Committee



Charanjit Kaur
Executive Committee



Chiew Sin Kwang
Executive Committee



Adi Nasreen
Executive Committee



Celine Chan
Executive Committee



Raj Chaudhuri
Executive Committee



Zainuddin Hussein
Executive Committee



Industry Excellence Awards

This is the 22nd year of the Awards! CCAM and the Awards continue to evolve to stay relevant with what is happening in Malaysia and around the world.

Even in the pandemic times, we soldiered on to recognize the champions in our industry, thru ground breaking online technologies, from submission right thru to Awards ceremony!

This year we are very heartened to announce that - we have a record number of participations!

The Awards process is currently underway and the 1st stage (Submission) has completed on Sep 3, 2021.

The Judges are now working hard going thru pages and pages of submissions to complete their evaluations by the end of September.

Watch out if you are one of the participants shortlisted by the Judges, going into the next round of "Virtual Face-to-Face" evaluation of the competition.

Once all the interviews and virtual visits are concluded, the winners will be announced on Oct 30, 2021 in yet another fun filled virtual ceremony!



Borders Closed? Can't Travel? Feeling Restless?

Come join us and travel around the world on 23rd October 2021.

Attractive prizes are up for grabs by the top 3 winning teams!

What are you waiting for?

Form your team and click [HERE](https://www.ccam.com.my) to register now!

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NATIONAL CONTACT CENTRE CONFERENCE 2021

6th - 10th September 2021

The Malaysian Contact Centres stood tall in the eye of the storm and the stories with best practices came alive at the NCCC 2021. Held 6 days after National Day and 6 days before Malaysia day, it was first time this was held virtually. The 5 day 'coffee talk' evening event had an enlightening series of contact centre excellence and real stories from Malaysia, shared by our speakers and panellists alike. We had some of the world's best through COPC, NICE, Freshworks and Infobip

- Ian Aitchison of **COPC Asia Pacific** sharing some most insightful details hot out of the oven – **"Understanding the present, adapting for the future. A presentation on Contact Centre trends and analysis"**.
- **NICE** presented **Delivering Your CX in the New Norm**, through a panel of speaker, Howard U, Vikas Kumar and TC Ng sharing strategies and how one can address customers in a new digital world.
- Supraja from **Freshworks** gave an insight to **Going Digital First and the key to providing consistent and fast service**
- CS Gill from **Infobip** spoke about the Future of Digital Customer Experience being More Human and shared many case studies

- **MDEC's** Dr Sumitra gave some insights into the Talent framework MYWiT program and how our members can benefit from it
- The 2021 Industry Excellence Awards chairperson Thila and Chief Judge, Mary Nair discussed opportunities, learnings and tips on this year's CCAM Awards

Malaysian based contact centres represented by **Dell, Telstra, AMEX, TDCX, Webhelp, Teleperformance, Telecontinent, Daythree, Brandt International, IGT, TM One, Aspire Lifestyle, ZALORA and Malaysia Airlines**, discussed how they came through the pandemic with continuity, resilience and innovation; they also spoke about operational excellence, customer experience and digital innovation that taking the audience through with upmost intricate details of the last 12 months and the coming next 12 months.

If you have missed the event or would like to listen to the recordings, Click [HERE](#)

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CC-APAC Leaders Talk

27th August 2021

Contact Centre Asia Pacific (CC-APAC) invited leaders from CCAM to discuss various topics on the industry eg growth during the pandemic, customer experience and challenges etc. If you missed the session last 27 August, you can listen [HERE](#).

Contact Center Asia Pacific
Leaders Talk:



A Leader's Roadmap To Contact Center Success

Friday, 27 August 2021
13:30-15:30 Jakarta Time

Panelist :



Raymond Devadass
Chairman of CCAM Malaysia
Founder & CEO DayThree



Dato' Munirah Looi
Former Chairman of CCAM Malaysia
Founder/CEO Brant International



Byron Fernandez
Former Chairman of CCAM Malaysia
Group CEO, Country Director
Teledirect Malaysia



Ts. Saravanan Belusami
CEO VADS Indonesia

Moderator :



Andi Anugrah
Chairman of ICCA Indonesia
Founder / Director Telexindo Bismart

Join Zoom Meeting
ID : 813 3226 7343

+62-811-807-5599 @ccapac_org www.cc-apac.org

MDEC is offering digital skills trainings to create job opportunities to Malaysians and giving out incentives to employers to hire on 2 programs, namely Digital Business Skills and Digital Tech Apprentice. Read more about it by clicking [HERE](#).



The MyDigitalWorkforce Work in Tech (MYWIT) initiative is part of the Malaysian government's efforts to:

- Incentivize employers to hire unemployed Malaysians via digital re-skilling or upskilling.
- Meet the strong demand for digital business services jobs, and higher value digital tech jobs

Programmes offered under MYWIT

Digital Business Services (DBS)

Training and hiring incentive for employers to hire fresh grads/unemployed Malaysians for digital business services jobs

Digital Tech Apprenticeship (DTA)

Training and hiring incentive for employers to offer unemployed Malaysians with digital tech apprenticeships or jobs

KNOW MORE



Are you COPC certified? In collaboration with our Knowledge Partner, we bring you COPC certification trainings for you and your teams. Click [HERE](#) for the upcoming training schedule or speak to us at ccam_secretariat@ccam.com.my.

Does Employee engagement reduce with tenure? How is Malaysia ranked in employee satisfaction?

Click [HERE](#) to read more on a comparison study by Ian Aitchison, CEO, Asia Pacific Region - COPC, Asia

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Digital Transformation Addresses Customer Expectations

Did you ever see the episode of “Friends” where the always-principled Phoebe Buffay spends the entire show on hold with her phone company’s customer service?

Here’s the run-down: It’s 1997 and Phoebe has a broken landline and a soon-to-be-expired warranty. She doesn’t have a cell phone, email, or social media, nor can she interact in real-time with a chatbot or browse self-service content. No, she borrows her friend Monica’s landline. And she spends the entire episode (spanning roughly two days) on hold.



Phoebe’s journey may be outlandish, but the humor holds up as a totally relatable horrible customer experience. Of course, Phoebe had only one interaction on one channel, and today, the journey spans many channels and devices by digitally savvy customers with much less patience and sky-high expectations. And when those expectations aren’t met, the outcome isn’t quite as funny as an episode of “Friends.”

Fortunately, contact center leaders at digitally transformed companies don’t have to be the butt of a sitcom episode.

Customers Expect Personalized Experiences

Not only should you create seamless omnichannel experiences, but they should also be tailored toward your customers’ individual needs and preferences. Simply put, customers aren’t satisfied with traditional means of buying or getting support. They expect companies to anticipate their unique needs and customize their journey with relevant content in real-time.

A few ways digital transformed companies can start building more personalized experiences include:

- **Empathy mapping:** Understand your customers’ needs and values by exploring what they think, feel, say, and do within their journey
- **Building a feedback loop:** Consistently gathering customer feedback is one of the most proactive ways to keep up with evolving behaviors and expectations
- **Preempting their needs at first search:** Monitoring search keywords and queries helps you offer proactive service based on terms searched rather than having your customers outright ask for what they’re seeking
- **Get more ways to personalize the customer experience**

Personalized experiences are a major customer expectation; one that digital transformation helps you meet. But understanding CX in a more personalized way is only one part of the equation. Customers are doing business with you for a reason—and it’s up to you to live up to their expectations.

Deliver exceptional experiences on every channel

Phoebe Buffay expected an effortless resolution on a channel she believed should work. Customer journeys today are not so different. The main difference, of course, is that modern technology powered by AI and automation has shifted customer behavior and enabled companies to respond effectively.

Imagine improving your customer experience with every customer interaction—across every channel. Now, you can transform your self-service and drive better customer experience by identifying customer intents, training phrases, and problem-solving behaviors all in real time.

Supercharge your customer experience with smarter self-service

Contact us for a [complimentary business assessment workshop](#) to begin your journey now.



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Engineer Moments Of Delight For Your Customers And Employees

Freshworks makes it fast and easy for businesses to delight their customers and employees. We do this by taking a fresh approach to building and delivering software-as-a-service (SaaS) that's affordable, quick to implement, and designed for the end-user.

More than 50,000 companies use Freshworks' SaaS to enable a better customer experience (CX, CRM) and employee experience (ITSM, HRSM). We have been recognized by leading analysts such as Gartner and Forrester and are also part of the Forbes Cloud 100 list. On Sep 22, 2021, we became **the first Indian-origin SaaS company to be listed on NASDAQ**.

Freshdesk is our AI-powered, omnichannel, customer service platform for intuitive, personalized, and collaborative customer service. A commissioned Total Economic Impact™ (TEI) study conducted by Forrester Consulting found that Freshdesk Omnichannel provides a **three-year return on investment (ROI) of 462% for midmarket customers. Here's what Forrester found in their study:**

- Freshdesk helps reduce ticket volume by 27% with self-service and AI-powered chatbots
- Businesses saved \$2.9 million by shifting from phone to digital service channels like chat and messaging
- Average handle time improved by 25% with Freshdesk's intuitive, powerful agent desktop
- \$610,000 in savings by automating administrative tasks and reporting

With Freshdesk Omnichannel, businesses can drive cost savings, improve agent productivity, and accelerate time to value. [Find out more here](#).

We're also offering an **exclusive discount of 20% for CCAM members** on all our products for a limited period of time. Forget about lengthy implementation cycles and complicated user interfaces. Our tech works for everyone, making it easy for IT, customer service, sales, marketers, and HR to do their job and delight their customers.

Get in touch with supraja.prasad@freshworks.com for your 20% discount and personalized 1-on-1 consultation.

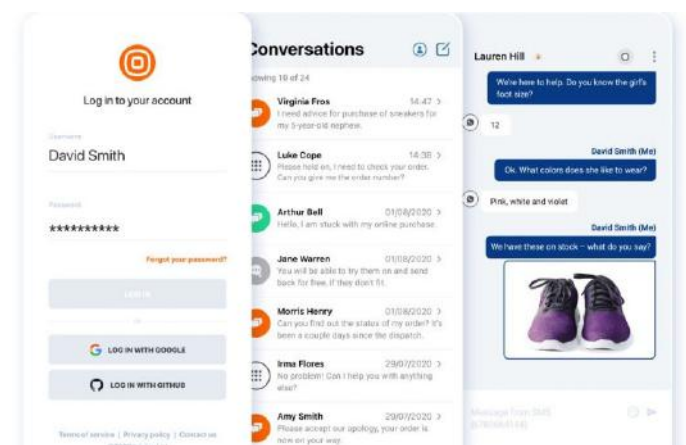


Drive Digital Transformation

Consumer behavior has been rapidly changing in the last decade. However, the well-known circumstances have pushed customers to expect and demand even more over the previous two years.

Partnering with **Infobip** enables you to have the CX stack that will help your clients do just that. It allows you to drive digital transformation on an unprecedented scale, tailored to your clients' needs and challenges – the current and the ones that lie in the future.

[Click here to learn more](#)



10 minutes



is the maximum time millennials (24 – 40 year olds) will wait for a reply



of customers are frustrated if their experience is impersonal



of customers will tell 6+ people when they have a positive experience



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CCAM would like to extend a BIG THANK YOU to all the 206 participants and individuals who contributed a one off donation for our 2021 Virtual Run in support of The Autism Café Project.

Your participation in the run and contribution has enabled us to raise RM3,325.00 which goes into supporting young adults with autism, in building enhanced vocational skills leading to future career success.

The Autism Café Project (ACP) was established in 2016 with a prime objective to secure the future independence of youth with autism, through work placement and mentoring in the hospitality and food & beverage service sectors.

We would like to also take this opportunity to congratulate all participants who have successfully completed and exceeded their 10km and 20km run category. Kudos and well done to all.

“Physical fitness is the first requisite of happiness.” – Joseph Pilates

FUND A CHILD SURGERY

The #FundAChildSurgery Project is one of Malaysia’s biggest fundraising campaigns for children living with birth defects in Malaysia. Acknowledged by the Malaysian Ministry of Health, and in collaboration with various partners to help these underprivileged children from disenfranchised communities address their medical needs.

There are about 20,000 cases of children in the Paediatrics Units at hospitals throughout Malaysia waiting for surgeries. This list keeps increasing annually because of the cost of living as a whole. More parents are unable to afford life-impacting surgeries as low incomes and increasing unemployment means treatments need to take a back seat.

Although the government has never stopped helping these underprivileged patients all this while, increasing numbers on waitlists mean more children are left untreated for longer periods of time.

How can you help fund these surgeries and ensure that every child with birth defects or pre-birth medical conditions in Malaysia has access to safe, comprehensive care and can live a full and healthy life?

MedicalToday.my together with the Ministry of Health Malaysia, spent collaborating this past year engaging with hundreds of parents, researchers, educators, advocates, policy-makers, service providers, corporate and community leads across the nation to identify the best way moving forward in making elective surgeries accessible for all.

The result is #FundAChildSurgery.

Campaign Goal: RM650,000 (100 cases) | **Raised:** RM4,220

<https://medicaltoday.my/donate-now/>

HELP US BUILD OUR CHILDREN'S FUTURE TODAY

CCAM is working towards raising funds for #FundAChildSurgery to help these children live a normal life as any other child would. To date, 21 surgeries have been completed and now we need your help.

EVERY RINGGIT COUNTS!



QUIPS FROM 2020 AWARDEES



Simpson Sashitharan

Young Living Malaysia

Gold - Best Contact Centre Support Professional

Standing at this level is an inexplicable phenomenon. This award is a token for all my efforts for my team, in which they all have the inspiration and belief they show to me. By having this award in my cabin, our team will be more motivated to do the very best. This is a token of our previous endeavors and is also a push factor for our future efforts. Working together and seeing such wonderful results is extraordinarily amazing and it feels a content. Thanks to God for blessing me with such great people who allow me to bring my best and encourage me to re-establish my borders on the peak. Thanks!

When our manager asked me if I wanted to be a trainer, TL or QA so he can send me for upskill training – I chose to be a trainer – not because I really like it but I wanted to overcome my fear of speaking in front of other people.



Karen Lapus

Concentrix Malaysia

Gold - Best Contact Centre Trainer



Navdeep Singh John

Malayan Banking Berhad

Gold - Best Contact Centre Manager

What a year it has been! Working under the new norm gives all of us a brand new experience to achieve our results. It is just incredible!

I am extremely honored and grateful to be receiving such an important award for my work. It was a great pleasure and let's continue doing the right thing and stay Awesome.

I was extremely honored to be given the chance to take part in this prestigious CCAM external award and what I have learnt throughout this entire CCAM journey is that as long as you have the never give up attitude, consistently having the winning mindset and open to take in feedback for further improvement, nothing can stop you from achieving what you desire



Sophie Ng

DHL Express (M) Sdn Bhd

Gold - Best Contact Centre Sales Specialist



Maha Letchumi

United Overseas Bank (M) Berhad

Gold - Best Contact Centre Manager

This was a dream come true for me, Thank you CCAM for the amazing journey. I find this experience is a value add to myself. I enjoyed from the time I fill up the template to the virtual award ceremony. It was fantastic and all you need is Self confidence guys!

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The Summit returns, in a new form, size and shape!

The CX Summit in Kuala Lumpur by the Contact Centre Association of Malaysia (Official) has been held high in the past for very good reasons. Here are some of those feedback:-

- a catalyst of sorts, a platform for a community to be introduced to the latest of CX innovation & thought-leadership, both for domestic and regional practitioners.
- a showcase the latest solutions & capabilities
- the Summit bridges the elements of customer service to customer experience - something that was always overlapping and even misunderstood at times.
- rich in content with case studies & good insights, making it very real & relevant learning experience
- a great place to network, to connect with the connected

And, the journey continues.

The 6th CX Summit returns this November. Keeping to the same success model and design but this time, digital. Watch out for more news coming your way.



EXECUTIVE DIRECTOR

How quickly 3 months have passed! The CCAM Secretariat team has been kept busy with many events and activities. Some of the keys ones are highlighted in this newsletter.

As we step onto the last quarter of 2021, things are not slowing down. Small groups of roundtables and webinars are in the plans to be rolled out. Take some time off to travel virtually; Join our Treasure Hunt and travel round the world.

The highlight of course is the 2 key events that everyone is looking out for; The Industry Excellence Awards presentation on 30th October and the CX Summit in mid-November.

Will, you or your organisation take centre stage at the Industry Excellence Awards presentation? Don't miss this heart-stopping event. And The CX Summit returns with a vengeance after taking a break in 2020, but this time it will be done virtually.

Look out for the communications coming your way and register for these events.

Till the next newsletter, take care and stay safe!