



Overview of CCAM & Membership Benefits

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About us

Contact Centre Association of Malaysia or CCAM in short was formed in September 1999 to be at the forefront of developing the contact centre industry in Malaysia. The primary aim of the association is to enable the growth of Malaysia as a contact centre hub by growing talent, corporate value and industry competitiveness.



Purpose

Enabling growth of Malaysia as a Contact Centre Hub by growing talent, corporate value and industry competitiveness.



Vision

The recognized leader in advancing the contact centre industry in Malaysia.

Purpose & Vision

The 4 Pillars of Value Creation

Using the four pillars as a guide to bring value to members

COMMUNITY

Membership, Career Building, Engagement

CORPORATE

Standards & Best Practices, Business Networking, Recognition

ALLIANCES

Industry Collaboration, Regional Cooperation

MALAYSIA

Insights & Intelligence, Government Partnership



COMMUNITY PILLAR

Career Building, Engagement & Membership



Career Building

Skill Training, holding or being part of career fairs and opening internships to fulfill for stronger reach



Engagement

Activities such as Futsal, Bowling, Treasure Hunts to promote social events amongst members



Membership

Value proposition for Corporate, Associate and individual members

CORPORATE PILLAR

Standards & Best Practices, Business Networking, Recognition



Recognition

CCAM Industry Excellence Awards relevant to new directions that the Industry is heading. Opportunity for award winners to participate in Regional Awards & Conferences for exposure.



Business Networking

Conferences, Knowledge Enhancement visits to Contact Centres, Leadership luncheons and Roundtable discussions



Standards & Best Practices

Guidance availability for members on Best Practices & Standards for Contact Centres

ALLIANCES PILLAR

Industry Collaboration, Regional Cooperation



Industry Collaboration

Annual Technology Expo,
Corporate Sponsor
Partnership, Learning events



Regional Cooperation

Host Regional conference &
Regional Awards, Regional
Talent Exchange

MALAYSIA PILLAR

Insights & Intelligence, Government Partnership



Insights & Intelligence

Insights via Data gathering, Industry understanding, Trend analysis, Consultative insights, Academic collaborations



Government Partnership

Affiliation via channels such as MDEC and HRDC

Positioning Malaysia as a Contact Centre Hub, drive tech & knowledge transfer and elevate Contact Centres as an important income generator

Links to Sites

Please visit the CCAM website & FB page for current and past events



CCAM Website

<https://ccam.org.my>

Awards Page

<https://ccam.org.my/award>

Linked

<https://www.linkedin.com/company/14621589/>

Present & Past Events

<https://ccam.org.my/event-archives>

CCAM Facebook

<https://facebook/ccam.org.my>

Flagship Events



EVENT CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<ul style="list-style-type: none">› COPC SJT	<ul style="list-style-type: none">› COPC BPQM› Business Networking	<ul style="list-style-type: none">› COPC BPCXO	<ul style="list-style-type: none">› CCAM Newsletter Vol 9› Business Networking	<ul style="list-style-type: none">› COPC BPQM› COPC HPMT› National Contact Centre Conference (NCCC)	<ul style="list-style-type: none">› Business Networking› COPC SJT
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none">› CCAM Engagement› COPC BPDACX	<ul style="list-style-type: none">› CCAM Newsletter Vol 10	<ul style="list-style-type: none">› CCAM Industry Excellence Awards	<ul style="list-style-type: none">› COPC WFM	<ul style="list-style-type: none">› Customer Experience (CX) Summit	<ul style="list-style-type: none">› CCAM Newsletter Vol 11

Note :

BPQM - Best Practices for Quality Management
BPCXO - Best Practices for Customer Experience Operations

BPDACX - Best Practices for Digital Assisted Customer Experience
HPMT - High Performance Management Techniques

WFM - Mastering Workforce Management
SJT - Service Journey Thinking



National Contact Centre Conference 2023

"The Review"

22nd June 2023 | The Saujana, KL | 8:30am - 6:00pm



NCCC Gold Partners



NCCC Silver Partner



Associate Gold Partners



Technology Partner



Knowledge Partner



Industry Partner





CCAM | 2023

INDUSTRY EXCELLENCE AWARDS





#CXSUMMIT2023 KEYNOTE SPEAKERS



Guest Speaker
LAU YIN MAY

Group Chief Marketing & CX Officer,
Malaysia Aviation Group



Celebrity Speaker
NIENKE BLOEM

Lady In Blue & Founder,
Nienke Bloem Services BV



Celebrity Speaker
SHEP HYKEN

NYT Best-Selling Author &
Chief Amazement Officer,
Shephard Presentations LLC



Celebrity Speaker
SIMON KRISS

Chief Innovation Officer,
CX Innovation Institute



Guest Speaker
DR. SHREEKANT

Director,
Asia Operations COPC Inc.

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Learning & Development



LEARNING EXCHANGE



THANK YOU

