

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 & Vision



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.



The 4 Pillars of Value Creation

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





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



MAI AYSIA 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
› COPC SIT	COPC BPQM Business Networking	› COPC BPCXO	CCAM Newsletter Vol 9 Business Networking	COPC BPQM COPC HPMT National Contact Centre Conference (NCCC)	Business Networking COPC SJT
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
CCAM Engagement COPC BPDACX	> CCAM Newsletter Vol 10	CCAM industry Excellence Awards	→ COPC WFM	Customer Experience (CX) Summit	> 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"

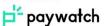
22nd June 2023

The Saujana, KL

8:30am - 6:00pm













VERINT









Technology Partner

artner Industry Partner



CCAM 2023 Industry excellence awards



l #CXSUMMIT2023 KEYNOTE SPEAKERS













Association Partners

Celebrity Speaker SIMON KRISS



DR. SHREEKANT Director.

CX Summit Partner Associate Partner



Knowledge Partner













Learning & Development





























THANK YOU

