



Overview of CCAM & Membership Benefits

AGENDA

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Past & Up Coming CCAM Events

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

Membership, Career Building, Engagement

01

CORPORATE

Standards & Best Practices, Business Networking, Recognition

02

ALLIANCES

Industry Collaboration, Regional Cooperation

03

04

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 HRDF

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>

Training

<https://ccam.org.my/copc-inc-2/>

Present & Past Events

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

CCAM Facebook

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

Flagship Events



NCCC 2024

National Contact Centre Conference 2024

“Shaping The Future”

21 May 2024

The Sheraton, PJ

8:30am - 6:00pm



NCCC Platinum Partner



NCCC Gold Partners



NCCC Showcase Partner



Association Partners

Knowledge Partner



Gold Partners



Technology Partner



Industry Partner



2024
INDUSTRY
EXCELLENCE
AWARDS

FRIDAY, 27 SEPTEMBER 2024
MANDARIN ORIENTAL KL



The logo for CX Summit 2024 features a stylized 'CX' in yellow and white, with 'Summit 2024' in white text below it.

CX
Summit
2024

A 3D wireframe pyramid is positioned on the left. A white horizontal line enters from the left, passes through the pyramid, and is refracted into a multi-colored rainbow spectrum that extends across the right side of the image.

*“Customer Experience -
The Next Chapter”*

*The Sunway Resort
13 & 14 November 2024*

Learning & Development



CCAM Knowledge partner **copc**  

COPC® Best Practices for Customer Experience Operations



CCAM Knowledge partner **copc**  

COPC® Best Practices for Quality Management (BPQM) Training



CCAM Knowledge partner **copc**  

COPC® High Performance Management Technique (HPMT) Training



CCAM Knowledge partner **copc**  

COPC® Data Analysis for Contact Centres (DACC)



CCAM Knowledge partner **copc**  

COPC® Service Journey Thinking (SJT) Training



CCAM Knowledge partner **copc**  

COPC® Mastering Workforce Management (WFM) Training

THANK YOU

