



PIVOTING TOWARDS CUSTOMER EXPERIENCE (CX) EXCELLENCE THROUGH DIGITAL INNOVATION AND GLOBAL REACH

KUALA LUMPUR, Monday 30 September 2024 - The Contact Centre industry in Malaysia must continue to embrace the rapid evolution of digital technology and innovation to remain competitive and strive for excellence, as the industry globally shifts its focus towards Customer Experience (CX).

Minister of Digital, Gobind Singh Deo said, “Technology, especially Artificial Intelligence (AI) has had a profound impact on the industry’s daily operations. Chatbots, voice bots, and self-service options are now common features in handling routine tasks, providing support around the clock.

“By integrating AI and machine learning, contact centres offer personalised experiences to their customers. AI-driven tools, meanwhile, provide real-time assistance to agents. These features save time and enhance the quality of CX,” he added.

Speaking to more than 650 industry leaders and captains who are members of Contact Centre Association of Malaysia (CCAM) at the association’s 25th Anniversary and Industry Excellence Awards Gala Dinner recently, Gobind said “Beyond the personalised services offered by AI-tools, the CX industry now has a better understanding of their customers’ wants and needs, due to strategic utilisation of data which acts as the foundation upon which AI systems learn, make decisions, and improve over time. Quality data will provide rich insights that will allow for strategic, well-informed decisions to be made.”

He said, “Malaysia’s Ministry of Digital, through its agency Malaysia Digital Economy Corporation (MDEC), will assist CCAM and its members to push the CX Agenda forward. We have several initiatives, such as the Malaysia Digital (MD) initiative, that offers fiscal and non-fiscal incentives to new and existing companies to expand their Customer Experience operations and services in Malaysia.

“I wish to reaffirm my commitment in assisting CX players – from homegrown talents to international companies that continue to have faith in doing business in Malaysia. I have utmost confidence in this industry in being a major player in the nation’s digital economy, while uplifting the rakyat’s wellbeing,” he said.

Concurring with the Minister’s statement, CCAM President Vigneswaran Sivalingam said “We are moving into an era where CX needs to be further enhanced by technological advancements due to changes in how customers wish to connect with businesses.

“The industry in Malaysia has grown by leaps and bounds. A state of the art calling system is no longer enough as the preference for different methods of communications



grows, including emails and chat. In an industry driven by technology, businesses of the future need to be equipped with easily adaptable communication technology models along with highly trained professionals who can keep up with these rapid changes," he said.

To support this CX initiative, CCAM announced the next phase in its evolution towards a more CX based agenda, with the creation of CX Malaysia, in collaboration with MDEC. This new chapter will push Malaysian organisations towards a digital first approach and a customer centric mindset.

Celebrating its Silver Jubilee during the gala dinner, CCAM inducted eight industry giants into its **Silver Jubilee Hall of Fame – Legends of the Industry** for setting standards and delivering best practices. They are American Express, CelcomDigi, DHL Express, DHL IT Services, Maybank, Maxis Berhad, TDCX and VADS Business Process, recognised for reshaping and defining the Customer Experience industry in Malaysia.

Vigneswaran said the association's Industry Excellence Awards traditionally celebrates and recognises organisations and individuals who have gone above and beyond in their capacity to provide excellent CX through optimising the use of technology in their operations and this year's event also marks the Silver Jubilee of CCAM, celebrating 25 years of championing excellence, setting standards, and advocating for best practices in the contact centre and customer experience industry.

During the annual event, 82 awards were given out to companies and individuals of the industry, in recognition of their immense contribution and exceptional performances. The winners were evaluated and judged by a panel of renowned juries from both Malaysia and overseas.

Among organisation that took top honours in the 2024 awards are RHB Bank, DHL Express, Teleperformance, Telecontinent, CIMB Bank, Malaysia Airlines, American Express, Daythree and Pos Malaysia. These companies stood out with recognitions on a night that signalled a shift up in standards and transformation in the industry.

For full list of winners, please refer to <https://ccam.org.my/awards/>.

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About Contact Centre Association Malaysia (CCAM)

Contact Centre Association Malaysia (CCAM) is the premier industry association representing contact centre professionals and organisations in Malaysia. CCAM is dedicated to promoting excellence, best practices, and innovation in the contact centre industry through knowledge sharing, networking events, and educational programmes.

About the Malaysia Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation (MDEC), a government agency under the purview of the Ministry of Digital, was established in 1996 to lead Malaysia's digital economy. Beginning with the implementation of the MSC Malaysia initiative, we have since then catalysed digital transformation and growth all over the nation. By offering greater incentives and governance for growth and re-investment, we aspire to bolster Malaysia's status as the digital hub of ASEAN, opening new doors and driving shared prosperity for all Malaysians.

For more information about CCAM and its initiatives, please visit www.ccam.org.my.

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