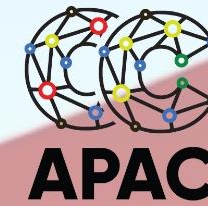
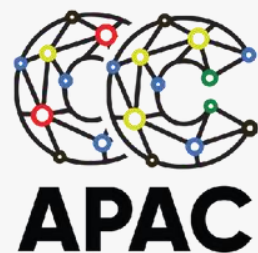




WELCOME CHAMPIONS

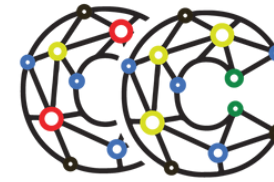




AGENDA

- 01** Welcome Speech by **Mr. Vig Sivalingam**,
President of CCAM
- 02** Special Message from **Mr. Raymond Devadass**,
Key liaison for CCAM in CC-APAC Relationship
- 03** Briefing for **CC-APAC Awards**
 - Background & EXPO Details
 - Awards Category
 - Explaining Nominations
 - Preparations & Support
- 04** Group Photo & Networking & Tea





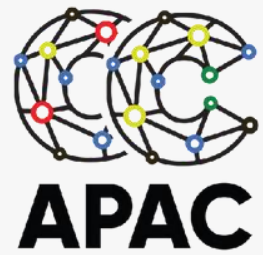
APAC

CONTACT CENTRE ASSOCIATIONS

ASIA PACIFIC

Contact Center Associations of Asia Pacific (CC APAC) represents the collaboration amongst in country Contact Center Associations across Asia Pacific and welcomes in country Contact Center Associations as alliance associations. CC-APAC and the respective in country Contact Center Associations namely:





LAUNCH CC-APAC AWARD 2025

Host : HKCCA (Hong Kong Customer Contact Association)

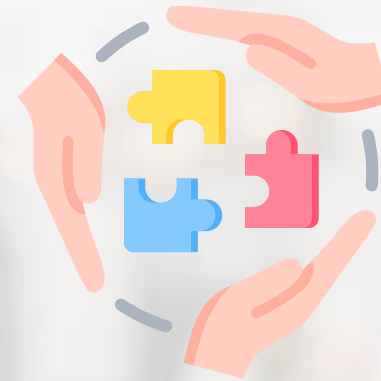
Judging Session Organized by ICCA (Indonesia Contact Center Association)



CATEGORIES



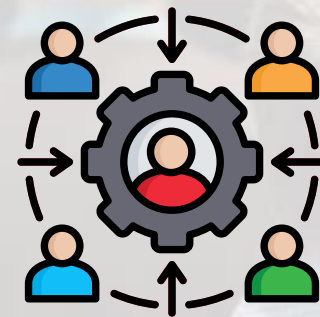
Contact Center Operations



Business Contribution



Customer Experience



Employee Engagement



Technology Innovation



CATEGORIES

DESCRIPTION

THE BEST CONTACT CENTER OPERATIONS

The ability of the contact center to show their programs in increasing service capacity, productivity, quality, and best operational performance. The program includes new interaction channels such as social media, chat, email, and omnichannel, as a service media that impacts on contact center operations.

THE BEST BUSINESS CONTRIBUTION

The ability of the contact center to show their program in increasing business contributions to the company, both in the form of growth in the number of customers or customer acquisition, savings operational costs as well as increasing company revenues and profits.

THE BEST CUSTOMER EXPERIENCE

The ability of the contact center to show their customer management in contact center services, providing value-added services and impact on customer satisfaction, sentiment, and engagement. The program includes customer satisfaction, relationship, experience, and engagement program.

THE BEST EMPLOYEE ENGAGEMENT

The ability to show work programs in providing contact center workforce retention programs, either in the form of award programs or social responsibility programs that involve employees and have an impact on contact center employee retention. The program includes the management and development of human resources to achieve business targets and contact center operations. The program includes providing training, certification, and career paths for contact center employees.

THE BEST TECHNOLOGY INNOVATION

The ability to show their programs in technology innovation, application development, technology utilization, and impact on contact center business and operations. The program includes innovation in the implementation of AI, analytics, performance management, quality management, workforce management, or CRM system.

CATEGORIES

REPRESENTATIVE

THE BEST CONTACT CENTER OPERATIONS



(Best In House Inbound Contact Centre
Above 100 Seats)



(Best Outsourced Inbound Contact Centre
Below 100 seats)

THE BEST BUSINESS CONTRIBUTION



(Best Outbound Contact Centre)



(Best Outbound Contact Centre)

THE BEST CUSTOMER EXPERIENCE



(Best Customer Experience Program)



(Best Customer Experience Program)

THE BEST EMPLOYEE ENGAGEMENT



(Best Employee Experience Program)



(Best Employee Experience Program)

THE BEST TECHNOLOGY INNOVATION



(Best Use of Automation)



(Best Use of Data Analytics)

TIMELINE



Award
Registration
1-30 Sept



Video
Submission
1-10 Oct



Judging
Session
18-20 Oct

In Hong Kong



Award Ceremony
7 Nov

4 Nov

Site Visit



5-6 Nov

Conference & Expo



ONLINE INTERVIEW

1. Participants

- Max 2 presenters
- Max 3 supporting Team
- Online participants

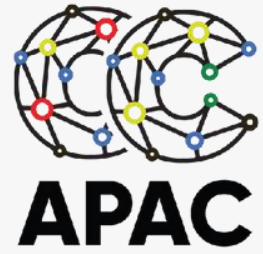
2. Judge Panels

- Min 3 judges from 3 different associations

3. The interview session will be:

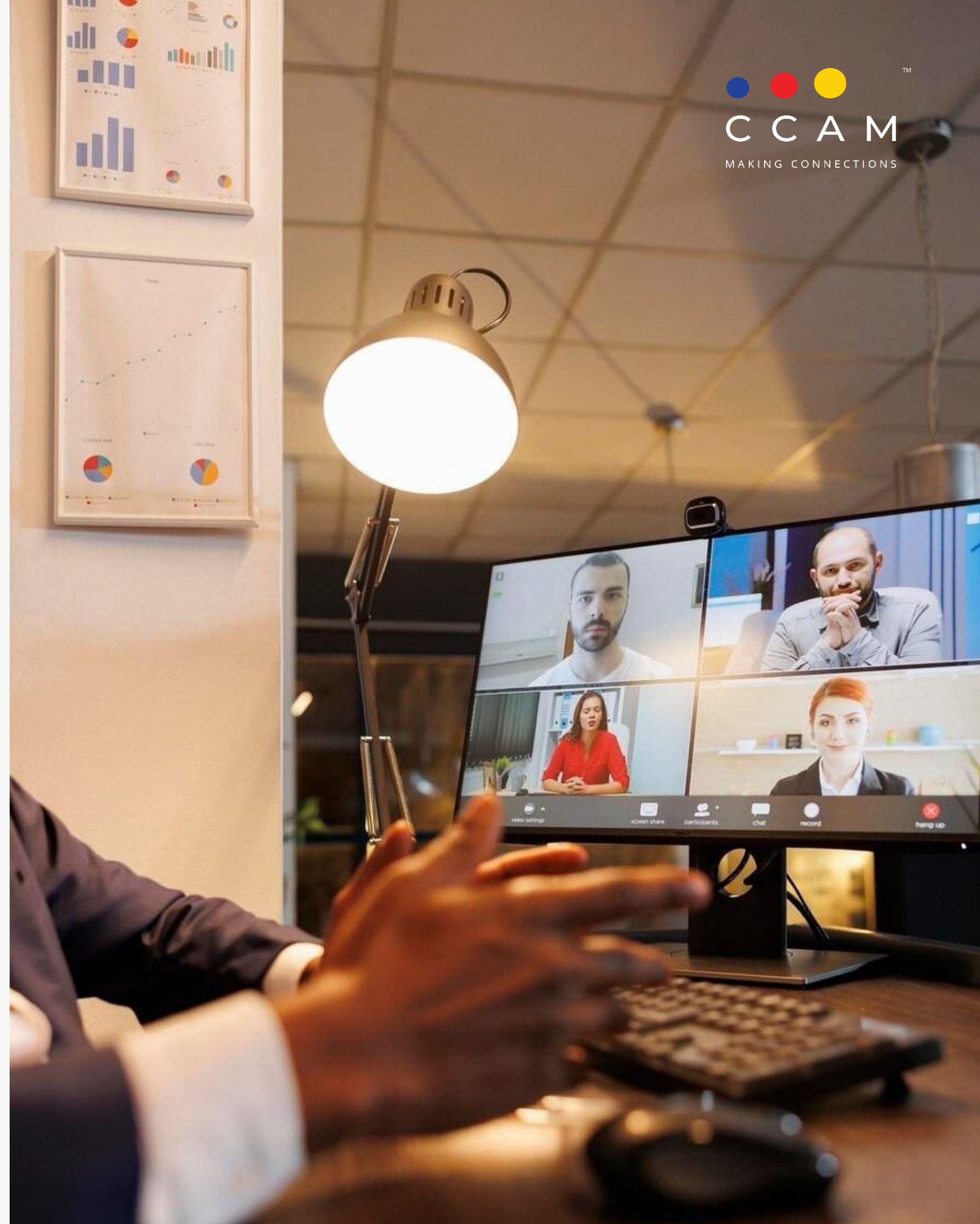
- 25 minutes for video presentation.
- 20 minutes for Question and Answer. It is at least 5 minutes per judge.

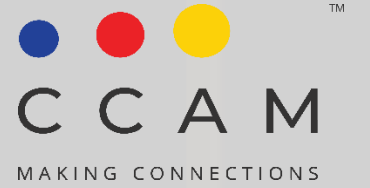
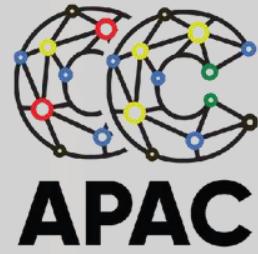




General Template of Corporate Program

CC-APAC Awards 2025





1. BACKGROUND

Please explain the background and analysis of the program, such as business opportunities, corporate strategy, customer demands, market risks or challenges.

2. DATA ANALYSIS

1. Data Analysis should be relevant to the background.
2. Please include data analysis including tables or graphics, as supporting information of the call center operations/project /program:
 - Type of Customers
 - Type of Services
 - Channel of Services
 - Volume
 - Past Performance
 - Other related and relevant data

3. OBJECTIVE

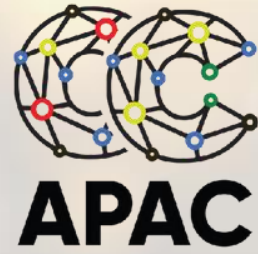
- Please describe the key objectives and targets as achievements for the successful execution of this project.
- It should be relevant to the contact center objectives and relevant to your customers.

4. CREATIVITIES

- Please describe the key elements of creativity in details, how you create and implement a successful operations improvement / project / program.
- Describe the concepts, ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and achieve the objectives.
- The creativity should be relevant to contact center, business objective and customers.

5. KEY ACTIVITIES

- Please describe the key activities of this business case and timeline.
- It may include with what the contact center must do to make the improvement / project / program work.
- These activities can be providing a service, learning more about the customers, market research and/or new techniques to improve the product.
- It may be to experiment new methods to provide your customers with new services.



6. KEY RESPONSIBILITIES

Please describe the role and responsibilities of the contact center and partners in the implementation of this improvement / project / program.

7. KEY RESOURCES

Please describe the required resources to execute this improvement / project / program, in terms of labour, technology and cost:

- The number of people involved in this improvement / project / program.
- The costs of this improvement / project / program.
- Key technologies of this improvement / project / program

8. KEY PERFORMANCE INDICATORS

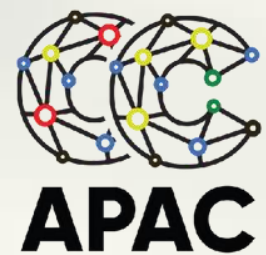
- Please include at least 4 key performance indicators as indicators to monitor the progress of the improvement / project / program in contact center.
- The KPI of the program presented month by month within period of execution of the program.

9. RESULT / ACHIEVEMENTS

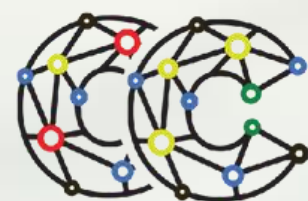
- Please describe the benefits of this program for company or organization, either impact on revenue generation, increase number of customers, cost efficiency, corporate image, competitiveness or other contributions.
- Please include the result as a comparative before and after the execution of this program.

10. ADDITIONAL INFORMATION

- Please provide any additional information as evidence of the execution of this improvement / project / program (include photos, video, or related documents).
- ForThe Best Operations, you may need to include your contact center infrastructure.



SCORE CARD

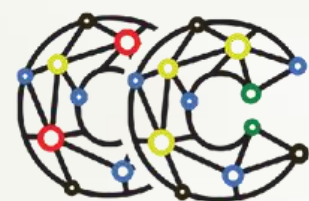


APAC



PLATINUM

100 - 85

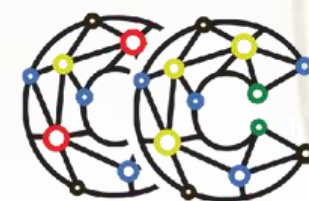


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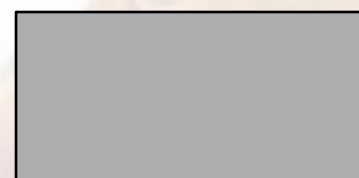


GOLD

84 - 75

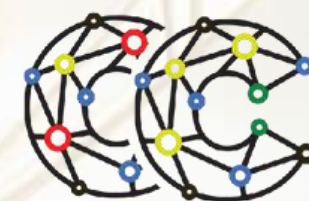


APAC



SILVER

74 - 65

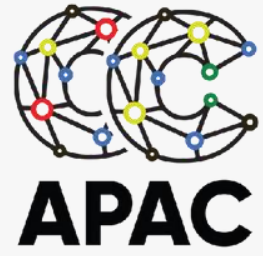


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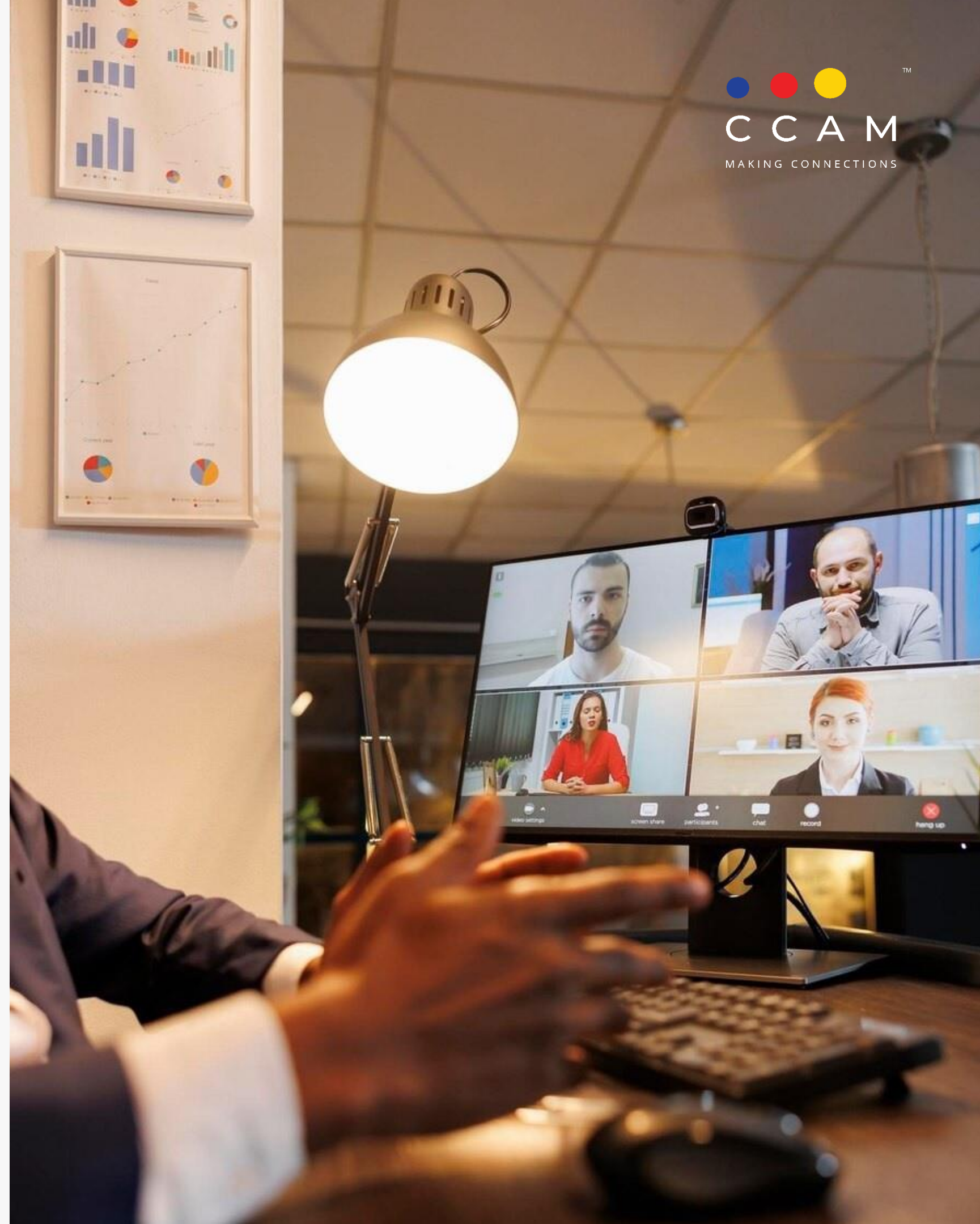
BRONZE

64 - 55



Support from CCAM

CC-APAC Awards 2025



- 
- 1. Q & A with Organizer/HKCCA & ICCA**
 - 2. Advisory on content presentation**
 - 3. Financial & Logistic Support**

PACKAGES SPONSORED BY CCAM

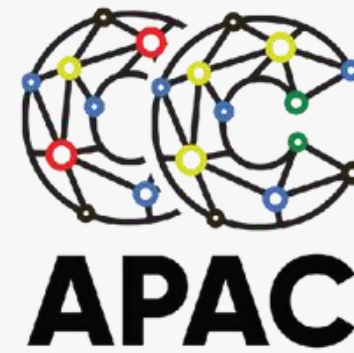
Package	Event	Fee (HK\$)
A	Symposium & Exhibition (2 days)	3,680 / per person
B	Visits (include lunch and transportation)	1,680 / per person
C	2 nights Twin room at Anthea Hotel with Two breakfast and inclusive of fee	1,700 / per room
D	2 nights Single room at Anthea Hotel with One breakfast and inclusive of fee	1,600 / per room
E	Awards Presentation and Gala dinner - Hong Kong Disneyland Resort	2,680/ per person
	CC-APAC Award Application Fee	US\$ 150 per entry

Note:-

- ✓ CCAPAC Award Participation/Entry – USD 150/pax
- ✓ EXPO Site Visit – USD 217/pax
- ✓ APAC Awards Dinner Seat – 1 pax – USD 344/pax

Total Sponsored Value Per Pax : USD 711

PACKAGES SPONSORED BY CCAM – B, E & Award Entry Fee valued at USD 711 per pax

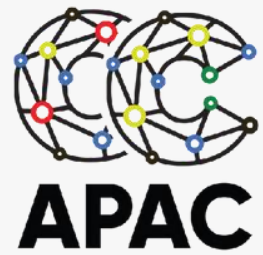


THANK YOU

&

ALL THE BEST TO CHAMPIONS!





LAUNCH CC-APAC AWARD 2025

Host : HKCCA (Hong Kong Customer Contact Association)

Judging Session Organized by ICCA (Indonesia Contact Center Association)

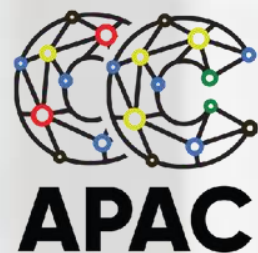


EXPO DETAILS

THEME

Connecting Cultures: Elevating Customer Experience Through AI and Human Touch

- This theme emphasizes the importance of blending advanced technology and human connection in the contact centre industry across the Asia-Pacific region.
- It highlights the synergy between cultural diversity, innovative AI applications, and the critical role of meaningful human interactions in delivering exceptional customer experiences



CC-APAC EXPO 2025

Dates: **4 – 7 Nov 2025**

Venues:

Symposium - **Anthea Hotel in Shenzhen**

Awards Presentation and Gala Dinner - Hong Kong Disneyland Resort

Visits:

Hong Kong Jockey Club

China International Capital Corporation

Huawei Dongguan Songshan Lake Base

China Mobile Guangzhou Southern Base

HSBC Foshan Centre

Vipshop Global Headquarters

Remarks: The venues and site visits are subject to further confirmation

CC-APAC EXPO ITINERARY

- **4 Nov 25: Site visits**

- **Stream A:** HK delegates / Delegates arrive in HK on 3 Nov 25
- Morning visit: Hong Kong Jockey Club
- Travel to Shenzhen for afternoon visit AICC demonstration sites in Shenzhen (China International Capital Corporation)
- Travel to Huawei Dongguan Songshan Lake Base
- Return to Shenzhen for hotel check-in

- **4 Nov 25: Site visits**

- **Stream B:** Delegates arrive in Shenzhen on 3 Nov 25
- Morning visit
 1. China Mobile Guangzhou Southern Base
 2. Vipshop Global Headquarters
- Afternoon visit
 1. HSBC Foshan Centre
 2. Huawei Dongguan Songshan Lake Base
- Return to hotel in Shenzhen

CC-APAC EXPO ITINERARY

- **5-6 Nov 25: Symposium and Exhibition**

- **Target number of participants: 300**
- **Sharing from sponsors; subject matter experts; contact centre users and in-country award winners**
- **Panel Discussion to be conducted**

- **7 Nov 25: Leaders' Meeting, Awards Presentation and Gala Dinner**

- **Awards Presentation and Gala**
- **Venue: Hong Kong Disneyland Resort**
- **Cocktail: 18:00 - 19:00**
- **Awards Presentation and Dinner: 19:00 - 22:30**
- **Awards Presentation and Dinner to be conducted concurrently**
- **CC-APAC Awards presentation to be integrated with the HKCCA Award presentation**

FLIGHTS & ACCOMMODATION TIPS

- **Leaders and delegates can choose to take return flights to Hong Kong or Shenzhen**
- **Leaders and delegates can book hotel in Shenzhen from 3 to 7 Nov 25 (transportation can be arranged back to Shenzhen after the Dinner at Disneyland)**
- **Or book hotel in HK on 3 and 7 Nov 25 and 4 to 6 Nov 2025 in Shenzhen.**