

CONSTITUTION

PERTUBUHAN PERKHIDMATAN PELANGGAN MALAYSIA OR CONTACT CENTRE ASSOCIATION OF MALAYSIA (CCAM)

CLAUSE 1 NAME

1. The Association shall be known as

PERTUBUHAN PERKHIDMATAN PELANGGAN MALAYSIA OR CONTACT CENTRE ASSOCIATION OF MALAYSIA (CCAM)

Hereinafter referred to as "the Association".

2. Meaning of name: **To be the representative body for the Malaysian Contact Centre Industry.**

Strategic Goal

To be a recognized and respected Contact Centre Association and to help propel Malaysia into the Knowledge-based Work Force.

3. Level: **Lain-lain**

CLAUSE 2 ADDRESS

1. The registered address is
**UNIT H-09-03, BLOCK H, PLAZA KELANA JAYA JALAN SS 7/13A, KELANA JAYA
47301 PETALING JAYA SELANGOR DARUL EHSAN**

Or at such other place as may from time to time be decided by the Committee; and the postal address is

UNIT H-09-03, BLOCK H, PLAZA KELANA JAYA JALAN SS 7/13A, KELANA JAYA 47301 PETALING JAYA SELANGOR DARUL EHSAN

2. The registered and postal addresses shall not be changed without the prior approval of the Registrar of Societies.

CLAUSE 3 OBJECTIVE

To be the representative body and the recognized leader in advancing the contact centre industry in Malaysia.

STRATEGIC GOAL

The primary aim of the Association is to support Malaysia as a Contact Centre hub by growing talent, corporate value and industry competitiveness.

FOR THE COMMUNITY

To develop talent and to promote career development and engagement.

FOR CORPORATES

To promote industry standards and best practices and facilitate business networking and industry awards & recognition.

DEVELOPING ALLIANCES

To develop external collaboration including industry collaborations and regional cooperation.

FOR THE INDUSTRY IN MALAYSIA

To develop and promote government partnerships and to provide industry insights and intelligence to its members.

CLAUSE 4 MEMBERSHIP

- A) Type of Membership: -
- (i) Ordinary Member
 - (ii) Associate Member
 - (iii) Individual
- (i) Ordinary Member
- a) Companies that operate a Contact Centre (known as Corporate).
 - b) The Ordinary Member has the right to vote as described under Membership categories for Ordinary Members and may hold office in the Executive Committee (EXCO).
- (ii) Associate Member
- a) All vendors and suppliers dealing with Contact Centre organisation in Malaysia (must be a corporate body). Users/Employees of vendors or suppliers dealing with Contact Centre Organisations of which the company is not a member (will be classified as Individual Member).
 - b) An Associate Member is eligible to nominate two (2) of its employees related to their Contact Centre as their representative Ordinary Member to the Association.
- (iii) Individual Member
- a) Individuals which includes Malaysian and non-Malaysian residing in Malaysia and serving the larger Customer Experience (CX) and Contact Centre industry
 - b) The Individual Member has no voting rights.
 - c) The individual Member may be voted in as Executive Committee (EXCO) but not as Office Bearers (OB).
- (iv) International Affiliate Member
- a) Corporate entities, associations, or organizations that are incorporated outside of Malaysia and do not have any direct or indirect registered business operations within Malaysia may be admitted as International Affiliate Members of the Association.
 - b) This membership category is intended for foreign-based organizations seeking collaboration and knowledge exchange with the Association, without engaging in local governance matters.
 - c) The International Affiliate Member has no voting rights.
 - d) They are not eligible to be elected or appointed as Office Bearers or members of the Executive Committee (EXCO).
 - e) All privileges and benefits shall be extended at the discretion of the Executive Committee, in line with the objectives of the Association.
- B) Other Provisional Clause: -
- (i) Persons qualified for membership under Membership Clause 4 must submit a written application to the Secretariat and such applications shall at the first convenient opportunity be submitted to the Executive Committee (EXCO) for approval.
 - (ii) Every applicant whose application has been approved as aforesaid shall, upon payment of the prescribed subscriptions as defined in the subscription clause, shall be admitted as an Ordinary or Associate Member of The Association and shall be entitled to all the privileges of membership.
 - (iii) Persons who do not qualify for membership under the membership Clause 4 shall be submitted to the Executive Committee (EXCO) for approval.
 - (iv) The Executive Committee (EXCO) may at its discretion reject any application without having to give reasons for such rejection.
- a) Every applicant whose application has been approved as aforesaid shall, upon payment of the prescribed subscriptions (as defined in the Membership Annual Subscription Fee), be admitted as a member of the Association and shall be entitled to all the privileges of membership.

b) The Honorary Secretary shall keep a register of members which shall be kept up to date and consist of details such as the company's name, company registration number, contact details of the representative of the company, address, telephone number, and place of employment. The register of members shall be conclusive evidence of the membership of the Association.

CLAUSE 5 RESIGNATION AND TERMINATION

- A) Any member who wishes to resign from the Association shall give two (2) weeks' notice in writing to the Honorary Secretary and shall pay up all dues.
- B) Any Office Bearer/Executive Committee (OB/EXCO) who wishes to resign must ensure the following:
- (i) Serve notice in writing for two (2) months.
 - (ii) During the notice period ensure that all assigned work, responsibilities, duties, tasks and commitment, knowledge information, and data belonging to the Association is handed over to the person approved by the Association's Executive Committee (EXCO).
 - (iii) No property and monies belonging to the Association shall be still owing,
 - (iv) For any asset, or finance, not accounted for; the Association reserves the right to pursue legal action.
 - (v) The Association's Executive Committee (EXCO) will be entitled to appoint a replacement for the recently vacant position. This appointment will be acting until the Extra-Ordinary General Meeting (EGM) or Annual General Meeting (AGM).
- C) A person shall be disqualified from being, and shall not continue or remain, an Office Bearer, Adviser, or Employee of a registered society: -
- (i) If he/she has been convicted of any offence under any other law and sentenced to a fine of not less than two thousand ringgit (RM2,000.00) or sentenced to imprisonment for a term of not less than one (1) year; or
 - (ii) If there is in force against him/her any order of detention, restriction, supervision, restricted residence, banishment, or deportation under any law relating to the security of, or public order in, Malaysia or any part thereof, or
 - (iii) Preventive of crime, preventive detention, restricted residence, banishment, or immigration; or if he/she is an undischarged bankrupt; or
 - (iv) If he/she is and has been found or declared to be of unsound mind.

CLAUSE 6 SOURCE OF INCOME

- A) Annual membership fee
- B) Sponsorship
- C) Events and activities

CLAUSE 7 GENERAL MEETING

- A) The Association shall hold an Annual General Meeting every calendar year at such time and place as may be determined by the Executive Committee and shall notify all relevant and entitled persons to attend such Annual General Meetings whether voting or not, provided that every Annual General Meeting except the first shall be held within fourteen (14) months after the holding of the last preceding Annual General Meeting.

The agenda together with the audited accounts of the previous year will be sent to all Members fourteen (14) working days before the meeting.

- B) The agenda at the Annual General Meeting shall be as follows: -
- (i) To approve the previous year's Annual General Meeting Minutes.
 - (ii) To receive and adopt the Annual Report of the Chairman of the Executive Committee on the working of the Association during the previous year.
 - (iii) To receive and adopt the Treasurer's report and the audited accounts of the

Association for the previous year.

- (iv) The election of a team of Executive Committee shall be appointed for every two (2) years term.
 - (v) To appoint external license auditors for the ensuing year.
 - (vi) To deal with such other matters as may be put before the Association.
- C) Any member who wishes to place an item on the Agenda of the General Meeting may do so, provided that the member gives notice in writing to the Honorary Secretary fourteen (14) working days before the meeting is due to be held.
- D) At the Annual General Meeting (AGM), the Executive Committee (EXCO), at the expiry of their two-year (2) term of office, shall retire and shall be eligible for re-election.
- E) An Extraordinary General Meeting shall be convened by the Executive Committee (EXCO):
- (i) whenever the EXCO deems it suitable; or
 - (ii) within thirty (30) days of being requested in writing by one-third of the membership in good standing, and having the right to vote
- On receipt of such request or instruction, the Honorary Secretary shall call an Extra-Ordinary General Meeting (EGM) giving not less than fourteen (14) working days' notice. Such requisition for an Extra-Ordinary General Meeting (EGM) shall be held within thirty (30) days of receipt of the notice.
- F) Voting at the General Meeting shall be by show of hands, ballot, poll or as otherwise directed by the Chairperson of the meeting.
- G) Names of the Executive Committee (EXCO) shall be proposed and seconded at the Annual General Meeting (AGM) and election will follow by way of a simple majority vote of Members at the Annual General Meeting (AGM) itself. All elected officers are eligible for re-election.
- H) The quorum of all Annual General Meeting (AGM) and Extra-Ordinary General Meeting (EGM) for all purposes, except in the case of dissolution of the Association, shall be at least one-half (1/2) of the total active membership of the Association or twice the number of active Executive Committee (EXCO), whichever is the lesser.
- I) In the event of there being insufficient quorum, the meeting shall be adjourned to the same day in the following week at a place and time to be appointed and should the number then present be insufficient to form a quorum, those present shall be considered a quorum, but they shall have no position to alter, amend or make additions to any of the existing rules.
- J) The Association shall decide and appoint a representative to attend the AGM of the Chapter.

CLAUSE 8 COMMITTEE

- A) Definition:
The Association will be managed by a committee of Malaysian and/or non-Malaysian nationals which consist of Office Bearers (OB), an Executive Committee (EXCO), and a Secretariat.
- B) This component is bound by CCAM's Constitution, Association Management Governance and related by-laws (Societies Act 1966).
- C) The Executive Committee (EXCO), which shall hold office for a term of two (2) years, shall consist of:
- (i) A President;
 - (ii) A Deputy President;
 - (iii) A Vice President;
 - (iv) A Honorary Secretary;
 - (v) A Honorary Treasurer; and

- (vi) Nine (9) Ordinary Committee Members
 - (vii) The Immediate Past President
- D) Association Governance Management: -
- (i) The Association has a set of detailed rules for the Executive Committee (EXCO) and the Secretariat. These rules are meant to address the following:
 - a. Public Relations Management
 - b. Financial Management
 - c. Activities Management
 - d. Members Management
 - e. Procurement of Goods and Services
 - f. Emergency Purchase of Goods and Services
 - (ii) These processes are consistent with CCAM's Constitution and Societies Act 1966.
- E) The Executive Committee (EXCO) shall meet physically or virtually, at least once a month, and seven (7) working days' notice of each meeting shall be given to the Executive Committee (EXCO) Members. The President acting alone or not less than three (3) of the Executive Committee (EXCO) Members acting together may call for a meeting of the Executive Committee (EXCO) to be held at any time. At least half of the Executive Committee (EXCO) Members must be present for its proceedings to be valid and to constitute a quorum.
- F) Where any urgent matter requiring the approval of the Executive Committee (EXCO) arises and it is not possible to convene a meeting, the Honorary Secretary may obtain such approval by means of a circular letter or via electronic mail. The following conditions must be fulfilled before a decision of the Executive Committee (EXCO) is considered to have been obtained:
- (i) The issues must be clearly set out in the circular and forwarded to all members of the Executive Committee.
 - (ii) At least half of the members of the Executive Committee (EXCO) must indicate whether they are in favour or against the proposal, and
 - (iii) The decision must be by a majority vote.
- G) Any decision obtained by circular letter or electronic mail shall be reported by the Honorary Secretary at the next Executive Committee (EXCO) meeting and recorded in the minutes thereof.
- H) Any member of the Executive Committee (EXCO) who fails to attend three (3) meetings consecutively without satisfactory explanation shall be deemed to have resigned from the Executive Committee (EXCO).
- I) **Vote of No Confidence**
 The Executive Committee (EXCO) may suspend or dismiss any member of the Executive Committee (EXCO), by means of a Vote of Non-Confidence, for neglect of duty, or for dishonesty, incompetence, refusal to carry out decisions of the Executive Committee (EXCO) or of any other reason which it deems good and sufficient in the interest of The Association. Notice of a meeting to consider a Vote of Non-Confidence must be provided to all members of the Executive Committee a minimum seven (7) calendar days in advance of the date of the meeting. Any Vote of No Confidence shall require a three-fifths (3/5) majority vote(s) to pass
- J) In the event of the death or resignation of a member of the Executive Committee (EXCO) the candidate who received the next highest number of votes at the previous election for the post elected shall be invited to fill the vacancy. If there is no such candidate or if such candidate declines to accept the offer, the Executive Committee (EXCO) shall have the prerogative to co-opt any other member of The Organization to fill the vacancy until the next Annual General Meeting (AGM).

- K) The Executive Committee (EXCO) may appoint such Sub-committees or staff as it deems necessary. The Executive Committee (EXCO) may suspend or dismiss a n y member of the Sub-committee for any acts not limited to the neglect of duty, or for dishonesty, incompetence, refusal to carry out decisions of the Executive Committee (EXCO) or of any other reason which it deems good and sufficient in the interest of the Association.
- L) Office Bearers (OB) must have held a position in the Executive Committee (EXCO) from previous terms prior to being elected as an Office Bearer (OB).

CLAUSE 9 DUTIES OF OFFICE BEARERS

- A) Definition (as per Societies Act 1966)
 "Office-bearer" (OB) of a society means any person who is the President, Deputy President or Vice-President, or Honorary Secretary or Honorary Treasurer of such Society or any branch of a Society, or who is a member of the Committee or governing body thereof, or of any branch thereof or who holds in such society or branch of a Society any office or position equivalent to any of those mentioned above.
- B) President:
 - (i) The President has the ultimate responsibility to ensure that CCAM is in compliance with the law, and constantly adheres to the Constitution, Association Management Governance.
 - (ii) Represents the Association and its members to other Organizations, the Industry, Government and public agencies, the media, and the public.
 - (iii) Presides at all meetings of the Members of the Association and the Executive Committee (EXCO).
 - (iv) Ensures decisions are made in a timely manner and then translated into meaningful actions holding appropriate parties accountable for success.
 - (v) Escalate to the Executive Director, Members, Executive Committee (EXCO), and sub-committee any concerns and ensure these concerns are addressed.
- C) Deputy President:
 - (i) Assists the President.
 - (ii) Presides for the President at meetings when: -
 - a. The president is absent.
 - b. The president wants to debate.
 - c. A personal motion about the President is made.
 - (iii) Assumes the duties of the President if the office becomes unoccupied.
- D) Vice President:
 - (i) The Vice President second shall deputize for the President and Deputy President during the latter's absence.
 - (ii) The Vice President must champion the respective industry and support any action that will lead to its development.
- E) Honorary Secretary:
 - (i) The Honorary Secretary leads the Secretariat. The Executive Director must report all Secretariat-related matters to the Secretary.
 - (ii) The Honorary Secretary shall conduct the business of The Association in accordance with the governance of its rules,
 - (iii) The Honorary Secretary shall carry out the instructions of the General Meeting and of the Executive Committee (EXCO).
 - (iv) The Honorary Secretary shall be responsible for conducting all correspondences and keeping of all books including a membership register, documents, and papers except the accounts and financial records.
 - (v) The Honorary Secretary shall attend all meetings and record the conducted proceedings.

- F) Honorary Treasurer:
- (i) Ensure proper financial reports to the Executive Committee (EXCO).
 - (ii) Ensure that the Association complies with its governing document, Association Governance, Constitution, and any other relevant legislation or regulations.
 - (iii) Ensure the Association applies its resources exclusively in pursuance of its objectives (the Association must not spend money on activities which are not included in its objectives, no matter how worthwhile or charitable those activities are).
 - (iv) Be responsible for the finances of The Association
 - (v) Keep accounts of all its financial transactions and shall be responsible for the correctness.
 - (vi) The Honorary Treasurer shall in conjunction with respective Office Bearers (OB) sign cheques or authorize online banking transactions which have been scrutinized in accordance with Association governance management.
 - (vii) Be responsible for the finances of The Association
- G) Executive Committee (EXCO):
- (i) Setting the strategic direction to guide and directing the activities of the Association.
 - (ii) Ensuring the effective management of the Association and its activities.
 - (iii) Monitoring the activities of the Association to ensure they are in keeping with the founding principles, objectives, and values.
 - (iv) Ensuring compliance with related laws, Association governance management
- H) Immediate Past President:
- (i) Serving as an advisor to the current President providing continuity, guidance, and support as needed.
 - (ii) Help facilitate the transition of leadership from one term to the next, including
 - (iii) Providing insights on what worked well during their tenure and what could be improved upon
 - (iv) Continue to represent the Association at industry events or meetings, helping to maintain its visibility and influence
 - (v) Support ongoing initiatives or programs, lending his/her expertise and knowledge to help ensure their success.
 - (vi) Preserve institutional memory, ensuring important historical information and knowledge are not lost between leadership transitions

CLAUSE 10 FINANCIAL PROVISION

- A) All membership subscriptions shall be credited to the Account of the Association.
- B) Payments shall be made on the authority of two (2) of the following officers, one from each Group
- Group A
- (i) President
 - (ii) Deputy President
 - (iii) Vice President
- Group B
- (i) Honorary Treasurer
 - (ii) Honorary Secretary
- C) Expenditure below Malaysian Ringgit Ten Thousand (RM10,000.00) shall be approved as stipulated in Clause 10 (B).
- D) Any Expenditure at any one-time exceeding Malaysian Ringgit Ten Thousand (RM10,000.00) shall require the approval of the Executive Committee (EXCO).

- E) The Executive Committee (EXCO) has the power to authorize the capital expenditure of a sum not exceeding Malaysian Ringgit Fifty Thousand (RM50,000) (overall expenditure for the Association purposes).
- F) Capital expenditure exceeding Malaysian Ringgit Fifty Thousand (RM50,000.00) at any one time shall only be incurred with prior approval of a General Meeting.
- G) At each Exco Meeting, all monthly expenses must be presented to the Executive Committee's (EXCO) for ratification. The Executive Director (ED) and Office Bearers (OB) must ensure all expenses for the Association are subject to the following governance:
 - (i) This policy defines an allowable business expense as necessary and reasonable.
 - (ii) Appropriate, and allowable non-compensation expense incurred for a valid business purpose to fulfill the mission of the Association. The policy provides criteria for determining an allowable or unallowable expense, and provides a list of common expenses.
 - (iii) This policy also lists substantiation and original receipt elements required to pay allowable business expenses. In general, this policy ensures the appropriate use of Association funds in support of its mission, follows the Generally Accepted Accounting Principles (GAAP), and complies with federal, state, and local rules, and regulations.
 - (iv) All monies collected by individual Sub-committee and the contribution or proceeds from social function shall be paid to the Treasurer of the Executive Committee (EXCO) for the credit of The Association.
 - (v) The Treasurer shall maintain a petty cash of Malaysian Ringgit Two Thousand (RM2,000.00) at any one time. Money in excess of the amount shall be deposited into a Bank decided upon by the Executive Committee (EXCO). The bank account shall be in the name of The Association.
 - (vi) For Matters relating to Financials, the Executive Committee (EXCO) must ensure that the Secretariat observes the Association Management Governance

CLAUSE 11 AUDITORS

- A) Internal Auditors:
 - (i) Two (2) persons shall be appointed as Internal Auditors.
 - (ii) Internal Auditors must be active members.
 - (iii) No Executive Committee (EXCO) can be appointed as Internal Auditors.
 - (iv) They shall hold office for one (1) year and shall not be re-appointed.
 - (v) The auditors shall be required to audit the accounts, SOPs, Purchases of the Association for the year, and to prepare a report for the Executive Committee (EXCO) twice (2) a year. This report may be presented during the Annual General Meeting (AGM). The auditors may also be required by the President to audit the accounts of the Association for any period within their tenure of office at any date and to make a report to the Executive Committee (EXCO).
- B) External Auditors: -
 - (i) A licensed external auditor shall be appointed by the members at every Annual General Meeting (AGM).
 - (ii) The said auditor shall hold office for a twelve (12) month financial period and may seek re-election at every Annual General Meeting (AGM).

CLAUSE 12 PROPERTY ADMINISTRATORS

- A) Minimum three (3), maximum five (5) Trustees, who must be members but not members of the Executive Committee (EXCO), shall be appointed by The Association at a General Meeting.
- B) If The Association at any time acquires any immovable property, such property shall be vested in the care of the Trustees upon declaration of a Deed of Trust. The Trustees shall deal with the property vested in them in such manner as the General Meeting may direct. Any Trustee may at any time resign from his/her trusteeship. If a Trustee dies or becomes a lunatic or of unsound mind or moves permanently or is absent from Malaysia for a period of

one year, he/she shall be deemed to have resigned from his/her trusteeship. If a Trustee is guilty of misconduct of any kind as to render it undesirable that he/she continues as a trustee, a General Meeting may remove him/her from his/her trusteeship position.

- C) Vacancies in the trusteeship may be filled by a new Trustee appointed at the General Meeting as soon as possible but the number shall not be greater than five (5) or less than two (2). Notice of any proposal to remove a Trustee from his/her trusteeship or to appoint a new Trustee to fill a vacancy must provide by affixing in the premises of the Association a document containing such proposal at least two (2) weeks before the meeting at which the proposal is to be discussed. The result of such meeting shall then be notified to the Registrar of Societies.

CLAUSE 13 INTERPRETATIONS

In the event of any question or matter arising of any point which is not expressly provided for in the Rules, the Executive Committee (EXCO) shall have power to use their own discretion.

CLAUSE 14 ADVISORS / PATRON

The Executive Committee (EXCO) shall if it deems fit and necessary appoint qualified persons to be the member of the Advisory Council of the Organization. The person appointed must give his/her consent in writing. For a specific term defined by the Executive Committee (EXCO).

CLAUSE 15 PROHIBITION

- A) Gambling activities of any kind such as playing Paikow, Mahjong, or video games, whether for stake or not, are forbidden on the Association's premises. The introduction of material for gambling or consuming alcoholic beverages or if found to be in possession of drugs and or any uncontrolled substances and inviting individuals of bad characters or drug taking and taking bad characters into the Association's premises is strictly prohibited.
- B) The funds of the Association shall not be used to pay the fines of members who have been convicted in Court.
- C) The Association shall not hold any lottery, whether confined to its members or not, in the name of the Association or its Office- Bearers, Executive Committee (EXCO) or members.
- D) The Association shall not involve herself in any political activity or allow its fund and/or premises to be used for political purposes.
- E) The Association shall not attempt to indulge or in any manner interfere with trade or prices or engage in any Trade Union activities as defined in the Trade Union Ordinance.

CLAUSE 16 AMENDMENT OF THE CONSTITUTION

- A) Any alteration or additions to these rules and regulations shall be made by a resolution of a General Meeting, and they shall not come into force without the prior approval of the Registrar of Societies. Any amendment shall be sent to the Registrar of Societies within sixty (60) days after the General Meeting.
- B) Any changes to the rule can only be tabled for resolution if a minimum notice of fourteen (14) working days is given before the Annual General Meeting (AGM) or Extra-Ordinary General Meeting (EGM).
- C) Any amendment to the rules must be approved by the Executive Committee (EXCO) before it can be tabled to the Annual General Meeting (AGM) for adoption.

CLAUSE 17 DISSOLUTION

- A) The Association shall be dissolved with the consent of not less than three-fifth (3/5) of the members of the Association expressed, either in person or by proxy at a General Meeting convened for the purpose, or by postal mail.
- B) In the event of the Association being dissolved as provided above, all debts and liabilities legally incurred on behalf of the Association shall be fully discharged, and any remaining funds will be divided equally amongst the members.

CLAUSE 18 FLAG, LOGO AND BADGE

- A) Flag
Description

- B) Logo



Description Explanation
of Logo:

Type

The distinctiveness of CCAM was achieved with this design. The definition was established with the usage of variations of the initial C representing Contact; C representing Centre; A representing Association; M representing Malaysia.

Fonts chosen for the organization name is a Calibri (Body) type font known. The choice of font as well as the display of text in the capital case is deliberate for one reason: to lighten the load of the overall design. Focus is now maintained on the initials, CCAM, and the Association name complements the logo in terms of information conveyed as well as by its design.

The approved colour for the logo is Blue, Red, and Yellow. The colours of the bubbles represent the colours of Malaysia.

- C) Badge
-
Description
-

CLAUSE 19 SUB-COMMITTEES

- A) A Sub-committee shall be formed by the Executive Committee (EXCO) as and when necessary.
- B) The Sub-committees shall prepare the rules to govern their own particular activities which shall be submitted to the Executive Committee (EXCO) for approval before publication.
- C) The activities of the Sub-committee shall be arranged by the appropriate Sub-committee and due notice of such activities shall be given to the Executive Committee (EXCO). Non-Association members shall not participate in any organized Association activities unless special permission is granted by the Executive Committee (EXCO).
- D) The Executive Committee (EXCO) shall undertake to publicize the organized programme of events which may be arranged subsequently.
- E) No Sub-committee shall organize any activities for raising monies unless prior authorization

or approval has been obtained from the Executive Committee (EXCO). Where such authorization or approval has been given, a full statement of accounts shall be rendered to the Executive Committee (EXCO) within fourteen (14) days of the conclusion of the undertaking.

- F) The Sub-committees shall submit to the Executive Committee (EXCO) copies of the minutes of the General Meetings.

CLAUSE 20 MEMBERSHIP ANNUAL / SUBSCRIPTION FEE

- A) The membership subscription is divided into three (3) categories: -
- (i) Associate Members
Associate Member pays RM2,000.00 per annum with one (1) voting rights.
 - (ii) Ordinary Members
 - a) Corporate entity with fifty (50) employees and below pays RM2,000.00 with one (1) voting right.
 - b) Corporate entity with fifty-one to ninety-nine (51-99) employees pays RM3,000.00 with one (1) voting rights.
 - c) Corporate entity with one hundred (100) and above employees pays RM5,000.00 with one (1) voting rights.
 - (iii) Individual Members
Individual member pays RM100.00 with no voting rights.
- (iv) International Affiliate Members
International Affiliate Member pays RM3,000.00 per annum with no voting rights.
- B) The Annual General Meeting (AGM) on the recommendation of the Executive Committee (EXCO) shall seek approval in the Extra General Meeting (EGM); from time to time on the rate of annual subscriptions payable by all categories of members.
- C) The subscriptions shall become due and payable on 1st January of each year without any notice from the Association and shall become an undischarged debt due to the Association on 31st March of the same year.
- D) If any member fails to pay the subscription for any year, the subscription continues to be outstanding on the 31st March of that year, that member shall immediately cease to enjoy all the benefits and privileges available to or enjoyed by members (and shall not be eligible to attend or vote at any general meeting of the Association, Office bearers or Executive Committee (EXCO) member will have to relinquish their positions), and if such a member shall: -
- (i) Continue to fail to settle the subscription in arrears for that year when it fell due and,
 - (ii) The subscription in arrears remains outstanding on the 31st December of that year, he/she shall automatically cease to be a member of the Association or,
 - (iii) Settle the subscription in arrears for that year when it fell due before the 31st December of that year, all benefits and privileges available to or enjoyed by members in benefit shall be immediately restored;
 - (iv) For the avoidance of doubt, in such an event, the period of the membership of such member shall not be taken to have been broken by virtue of the cessation of his/her membership prior to his/her settlement of the subscription in arrears within that same year when it fell due.
 - (v) A member in benefit is a member who is not in arrears of subscriptions for more than six (6) months.
 - (vi) The membership subscription is indicative and may be revised with the proposal from the Executive Committee (EXCO) and approved by the members at the General Meeting.

- (vii) Any member who:
 - a) fails to pay subscription which, according to the rules of the society to which he represents, he is bound to pay;
 - b) owes money to the society;
 - c) contrary to the rules of the society, takes possession of, or detains, any property thereof; or
 - d) damages or destroys any property thereof, may, in the manner herein before provided, be sued for that.
- (viii) The Association will act in conformity with the Societies Act 1966 for overall management of the Association. Therefore all clauses in the constitution must be read together in congruence with the governing act.

CLAUSE 21 ESTABLISHMENT OF CHAPTERS OF THE ASSOCIATION

The establishment of chapters is an initiation by CCAM to reach and extend support to CCAM members in the areas of interest eg: Contact Centre, and Customer Experience etc. They are 'branches' of CCAM functioning as teams of committed and dedicated members organizing conferences, seminars, workshops, forums and other professional development activities. Each Chapter functions on its own with a committee led by a Chapter Leader at the helm. The Committee is made up of CCAM members.

- A) Where the CCAM EXCO exercises its powers to establish a Chapter of the Association the following shall apply:
 - (i) The CCAM EXCO shall define the sanctioned area of focus and activities to be undertaken by the said Chapter.
 - (ii) The CCAM EXCO shall define the eligibility criteria and fees for membership in the said Chapter.
 - (iii) The CCAM EXCO shall appoint a leadership council for the said Chapter comprising such number of members with such powers as the CCAM EXCO deems appropriate
 - (iv) The CCAM EXCO shall have the right to regulate the proceedings of the Chapter and require reports of proceedings of the Chapter and its Leadership Council to be submitted to the CCAM EXCO as and when it deems it necessary.
 - (v) The CCAM EXCO shall have the continuing right to set such terms and conditions pertaining to any aspect of the said Chapter.
 - (vi) The CCAM shall have the power to suspend or dissolve the said Chapter as and when it deems it appropriate and/or necessary.
 - (vii) Written Consent from the Registrar of Societies Malaysia shall be obtained prior to the establishment of a Chapter of the Association.
- B) Objectives of the Chapters

The objectives of the Chapter shall be identical to the objectives of the Association as outlined under Clause 3 of the Constitution except that the operation of the Chapter may differ as per the said Chapter.

CLAUSE 22 DISSOLUTION OF CHAPTER OF THE ASSOCIATION

- A) The Chapter shall be dissolved with the consent of not less than three-fifth (3/5) of the members of the Association expressed, either in person or by proxy at a General Meeting of the Association convened for the purpose.
- B) The appointment of a proxy by any member of the Association shall be made in the prescribed instrument, in writing and signed by the said member. An appointed proxy has the right to attend the General Meeting of the Association to represent, participate and vote on behalf of the said member.
- C) In the event of the Chapter being dissolved in accordance with the Rules, the Chairperson, Honorary Secretary and Honorary Treasurer for the Chapter shall surrender, deliver and hand over all books, records, statement of accounts, monies and other assets that is under the ownership of the said Chapter as at the date of the dissolution to the Honorary Secretary of the Association.

- D) In the event of the Chapter being dissolved in accordance with the Rules, all debts and liabilities legally incurred on behalf of the Chapter shall be fully discharged, and any remaining funds will be transferred to the Association.
- E) Notice of dissolution shall be given to the Registrar of Societies within fourteen (14) days of its dissolution.

CLAUSE 23 ANNUAL GENERAL MEETING FOR THE CHAPTER

- A) The Chapter shall hold an Annual General Meeting every calendar year at such time and place as may be determined by the Leadership Council and the honorable Secretary of the Chapter shall notify all relevant and entitled persons under the Chapter to attend such Annual General Meeting in physical attendance or by way of online attendance whether voting or not, provided that every Annual General Meeting except the first shall be held within fourteen (14) months after the holding of the last preceding Annual General Meeting.

The agenda together with the audited accounts of the previous year shall be sent and circulated to all Members of the Chapter at least fourteen (14) working days before the meeting.

- B) The agenda at the Annual General Meeting of the Chapter shall be as follows: -
 - (i) To approve the Minutes for the previous year's Annual General Meeting.
 - (ii) To receive and adopt the Annual Report of the Chairman of the Chapter on the working of the Association during the previous year.
 - (iii) To receive and adopt the honourable Treasurer's report and the audited accounts of the Chapter for the previous year.
 - (iv) The election of a team of Leadership Council shall be appointed for every two (2) years term.
 - (v) To appoint external license auditors for the ensuing year.
 - (vi) To deal with such other matters as may be put before the Chapter.
- C) Any member who wishes to propose an item on the Agenda of the General Meeting may do so, provided that the member gives notice in writing to the Honorary Secretary of the Chapter at least fourteen (14) working days before the meeting is due to be held.
- D) At the Annual General Meeting (AGM), the Leadership Council of the Chapter, at the expiry of their two-year (2) term of office, shall retire and shall be eligible for re-election.
- E) An Extraordinary General Meeting shall be convened by the Leadership Council of the Chapter:
 - (i) whenever the Leadership Council of the Chapter deems it suitable; or
 - (ii) within thirty (30) days of being requested in writing by one-third of the membership in good standing, and having the right to vote; or
 - (iii) within thirty (30) days of being requested by the Association.

On receipt of such request or instruction, the Honorary Secretary of the Chapter shall call for an Extra-Ordinary General Meeting (EGM) giving not less than fourteen (14) working days' notice. Such requisition for an Extra-Ordinary General Meeting (EGM) shall be held within thirty (30) days of receipt of the notice.

- F) Voting at the General Meeting shall be by show of hands, ballot, poll or as otherwise directed by the Chairperson of the meeting.
- G) Corporate Members and Associate Members of the Chapter shall be eligible for one (1) vote per membership. Voting rights are not accorded to members under the Individual and International Affiliate categories.
- H) Names of the Leadership Council for the Chapter shall be proposed and seconded at the

Annual General Meeting (AGM) and election will follow by way of a simple majority vote of Members of the Chapter at the Annual General Meeting (AGM) itself. All elected officers are eligible for re-election.

- I) The quorum of all Annual General Meeting (AGM) and Extra-Ordinary General Meeting (EGM) for all purposes, except in the case of dissolution of the Chapter, shall be at least one-half (1/2) of the total active membership of the Chapter or twice the number of active Leadership Council of the Chapter, whichever is the lesser. A representative of the Association shall attend the AGM for the Chapter.
- J) In the event of there being insufficient quorum, the meeting shall be adjourned to the same day in the following week at a place and time to be appointed and should the number then present be insufficient to form a quorum, those present shall be considered a quorum, but they shall have no position to alter, amend or make additions to any of the existing rules.
- K) The Chapter shall decide and appoint a representative to attend the AGM of the Association.
- L) The Honorary Secretary of the Chapter shall prepare and issue to all members and the Honorable Secretary of the Association with a copy of the minutes of the Annual General Meeting of the Chapter of the Extraordinary General Meeting of the Chapter within one (1) month from the date of the conclusion of the Annual General Meeting or the Extraordinary General Meeting.

CLAUSE 24 COMMITTEE FOR THE CHAPTER

- A) The Leadership Council for the Chapter, which shall hold office for a term of two (2) years upon being elected, shall consist of:
 - (i) A Chairperson;
 - (ii) Deputy Chairperson
 - (iii) A Honorary Secretary;
 - (iv) A Honorary Treasurer; and
 - (v) Seven (7) Ordinary Council Members
- B) The chapter will be managed by the Leadership Councils made up both Malaysian and/or non-Malaysian nationals.
- C) The Leadership Council for the Chapter shall carry out their duties and functions in accordance with the Constitution of the Association and instructions from the Leadership Council of the Association.
- D) The Leadership Council for the Chapter shall meet once (1) time a month and all notice for meeting shall be issued and circulated by the Honorary Secretary of the Chapter at least seven (7) days prior to the date for the meeting.
- E) The Chairperson of the Chapter or at least three (3) Leadership Councils of the Chapter may call for a council meeting for the Chapter at any time with the required quorum of half of the Leadership Councils for the Chapter.
- F) The honorable Secretary for the Chapter shall prepare and provide the minutes of the Leadership Council meeting to the honorable Secretary of the Association within thirty (30) days from the date the Leadership Council meeting was held.

CLAUSE 25 DUTIES OF THE OFFICE BEARERS FOR THE CHAPTER

- A) Chairperson:
 - (i) The Chairperson has the ultimate responsibility to ensure that the Chapter is in compliance with the law, and constantly adheres to the Constitution, Association Management Governance.

- (ii) Represents the Chapter and its members to other Organizations, the Industry, Government and public agencies, the media, and the public.
 - (iii) Chairs at all meetings of the Members of the Chapter and the Leadership Council of the Chapter.
 - (iv) Ensures decisions are made in a timely manner and then translated into meaningful actions holding appropriate parties accountable for success.
 - (v) Escalate to the President of the Association, Members, Executive Committee of the Chapter any concerns and ensure these concerns are addressed.
- B) Deputy Chairperson:
- (i) Assists the Chairperson of the Chapter.
 - (ii) Chairs for the Chairperson of the Chapter at meetings when: -
 - a. The Chairperson of the Chapter is absent.
 - b. The Chairperson of the Chapter wants to debate.
 - c. A personal motion about the Chairperson of the Chapter is made.
 - (iii) Assumes the duties of the Chairperson of the Chapter if the office becomes unoccupied.
- C) Honorary Secretary:
- (i) The Honorary Secretary shall conduct the business of the Chapter in accordance with the governance of its rules,
 - (ii) The Honorary Secretary shall carry out the instructions of the General Meeting and of the Leadership Council of the Chapter.
 - (iii) The Honorary Secretary shall be responsible for conducting all correspondences and keeping of all books including a membership register, documents, and papers except the accounts and financial records.
 - (iv) The Honorary Secretary shall attend all meetings and record the conducted proceedings.
- D) Honorary Treasurer:
- (i) Ensure proper financial reports to the Leadership Council of the Chapter.
 - (ii) Ensure that the Chapter complies with its governing document, Association Governance, Constitution, and any other relevant legislation or regulations.
 - (iii) Ensure the Chapter applies its resources exclusively in pursuance of its objectives (the Chapter must not spend money on activities which are not included in its objectives, no matter how worthwhile or charitable those activities are).
 - (iv) Be responsible for the finances of the Chapter.
 - (v) Keep accounts of all its financial transactions and shall be responsible for the correctness.
 - (vi) The Honorary Treasurer shall in conjunction with respective Leadership Council of the Chapter sign cheques or authorize online banking transactions which have been scrutinized in accordance with Association and Chapter's governance management.
 - (vii) Be responsible for the finances of the Chapter.

CLAUSE 26 FINANCIAL PROVISION FOR THE CHAPTER

All membership subscriptions shall be credited to the Account of the Chapter. In the event the Chapter does not have an active account, the membership subscriptions shall be credited to the Association's account and held in trust for the Chapter, to be used for the purposes and activities of the Chapter.

- A) Payments shall be made on the authority of two (2) of the following officers, one from each Group

Group A

- (i) Chairperson
- (ii) Deputy Chairperson

Group B

- (i) Honorary Treasurer

(ii) Honorary Secretary

B) Expenditure below Malaysian Ringgit Ten Thousand (RM10,000.00) shall be approved as stipulated in Clause 26 (B).

C) Any Expenditure at any one-time exceeding Malaysian Ringgit Ten Thousand (RM10,000.00) shall require the approval of the Executive Committee in accordance with the provisions of the Association's Constitution.

D) The Leadership Council of the Chapter shall table any proposed capital expenditure for approval by the Executive Committee, in accordance with the provisions of the Association's Constitution.

E) At each Council Meeting, all monthly expenses must be presented to the Leadership Councils for ratification. The honourable Treasurer must ensure all expenses for the Chapter are subject to the following governance:

- (i) This policy defines an allowable business expense as necessary and reasonable.
- (ii) Appropriate, and allowable non-compensation expense incurred for a valid business purpose to fulfill the mission of the Chapter. The policy provides criteria for determining an allowable or unallowable expense, and provides a list of common expenses.
- (iii) This policy also lists substantiation and original receipt elements required to pay allowable business expenses. In general, this policy ensures the appropriate use of Chapter funds in support of its mission, follows the Generally Accepted Accounting Principles (GAAP), and complies with federal, state, and local rules, and regulations.
- (iv) All monies collected and the contribution or proceeds from social function shall be paid to the Treasurer of the Executive Committee for the Chapter for the credit of the Chapter.
- (v) For matters relating to Financials, the Leadership Council of the Chapter must ensure that the Treasurer observes the Association Management Governance.

F) The honorable Secretary for the Chapter shall prepare the annual statement of account for the Chapter to be audited by the appointed external licensed auditors. The audited annual statement of account shall be circulated by the honorable Treasurer to the members and submitted for approval during the Annual General Meeting for the Chapter.

CLAUSE 27 GENERAL PROVISIONS FOR THE CHAPTER

A) Wherever any specific provisions are not mentioned in this rules for matters relating to the administration of the Chapter, the relevant constitution in relation to the administration of the Association which includes membership and membership annual/subscription fee shall be followed accordingly.

CLAUSE 28 FLAG, LOGO AND BADGE FOR THE CHAPTER

A) Flag
-
Description
-

B) Logo



Description of Logo:

The distinctiveness of CX Malaysia was achieved with this design. The definition was established with the usage of variations of the initial C representing Customer; E representing Experience; M representing Malaysia, with the tagline Elevating Experiences.

Fonts chosen for the word "Malaysia" is Raleway ExtraBold type font known. The font chosen for the words "Elevating Experiences" is Raleway Italics

The approved colour for the logo for the Chapter is Yellow, Red, Blue and Black.

C) Badge

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Description

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