

2026 INDUSTRY EXCELLENCE AWARDS

PRE-AWARDS BRIEFING

by
Ken Ng
Awards Chair



OPENING REMARKS

CCAM PRESIDENT



**VIGNESWARAN
SIVALINGAM**

CCAM INDUSTRY EXCELLENCE AWARDS COMMITTEE 2026



KEN NG
Awards Chair - CCAM



MANJU THAVAMONEY
Awards Comm - Member



YVONNE NG
Awards Comm - Member



**DATO' ZUHRI ISKANDAR
KAMARZAMAN**
Awards Comm - Member



**PARAMESWARAN
A. SHANMUGANATHAN**
Awards Comm - Member



**RAJA AZLAN
RAJA ALAM SHAH**
Awards Comm - Member

CHIEF JUDGE



IRINE LOPEZ

CCAM SECRETARIAT



BEN THIAGU



SUJATHA BALAKRISHNAN

AGENDA

1. Introduction – Global Legacy
2. 2026 Industry Excellence Awards Process
3. Awards Registration & Timelines
4. Rank Standards of Award Categories
5. Corporate & Individual Category

The 2026 CCAM Industry Excellence Awards

INTRODUCTION – GLOBAL LEGACY

- 26 years Most Prestigious CC Awards
- Undeniable Legacy Globally
- 28 Awards – 12 Corporate, 16 Individual
- Up to 10 Hall of Fame, Recognition, Legend of Industry Awards
- Will You Make History and Join This LEGACY?

The 2025 CCAM Industry Excellence Awards

Prestige Awards



The 2025 CCAM Industry Excellence Awards

Winners



Hong Leong Bank (GOLD)
United Overseas Bank (SILVER)
CIMB Bank (BRONZE)

The 2025 CCAM Industry Excellence Awards



BEST CONTACT CENTRE TEAM LEADER: OUTBOUND

Representing CIMB Bank and winning the Gold Award at the CCAM Industry Excellence Awards 2024 in the Team Sales Leader Category has been an amazing experience for both our team and company. This award recognizes all the hard work and dedication our team puts into providing great customer service. It has boosted our team's morale and strengthened our company's commitment to delivering the best service.

On a personal level, this award means a lot. It shows that the values I've always believed in, hard work, continuous improvement, and striving for excellence, are truly worth it. It also led to my promotion to Senior Sales Manager, which I'm incredibly proud of. This achievement proves that all the effort we put in really makes a difference.

- ALLISON THIEN
CIMB BANK



BEST CONTACT CENTRE MANAGER: OUTBOUND

Winning the Gold Award was a remarkable milestone for my team and I. It's heartening to see the culture we've cultivated inspire colleagues to perform at their best, and even more so when it is externally recognised. At the personal level, I am proud to see our people embrace and maintain a positive, motivated environment where everyone can thrive. Professionally, the honour reaffirms our corporate formula for success, which informs our daily work and drives our continued progress. This recognition gives me the confidence to further refine our approach and sustain our momentum. For anyone new to the CCAM Awards or still on the fence about joining, I can only say that the process is an inspiring one, no matter the result.

- DAVID CHIN
DHL EXPRESS (M) SDN BHD



BEST CONTACT CENTRE TEAM LEADER: INBOUND

Winning the Gold Award is a testament to my team's hard work and commitment to delivering exceptional customer service. We appreciate the boost in morale and motivation to continue raising the bar as a contact centre. At DHL, we pride ourselves as one Big Yellow Family, and our success is as much the company's.

As a leader, bringing back Gold Awards definitely helps with fostering a sense of unity and pride between colleagues. It encourages collaboration as we all seek to help each other achieve individual and team goals. As a mother, my success sets a powerful example for my kids in demonstrating the value of hard work and perseverance. I hope that my professional recognition can instil in them a drive for excellence in whatever they pursue.

- VIKNESWARI PANNEERSELVAM
DHL EXPRESS (M) SDN BHD

2025 CC-APAC Winners



**THE BEST
CONTACT
CENTRE
OPERATIONS**

PLATINUM
COMMERCE ACCESS SDN BHD
GOLD
RHB BANK

**THE BEST
BUSINESS
CONTRIBUTION**

PLATINUM
TELECONTINENT
GOLD
DHL EXPRESS

**THE BEST
CUSTOMER
EXPERIENCE**

PLATINUM
MALAYSIA AVIATION GROUP
TNG DIGITAL SDN BHD

**THE BEST
EMPLOYEE
ENGAGEMENT**

SILVER
RHB BANK
BRONZE
DHL EXPRESS

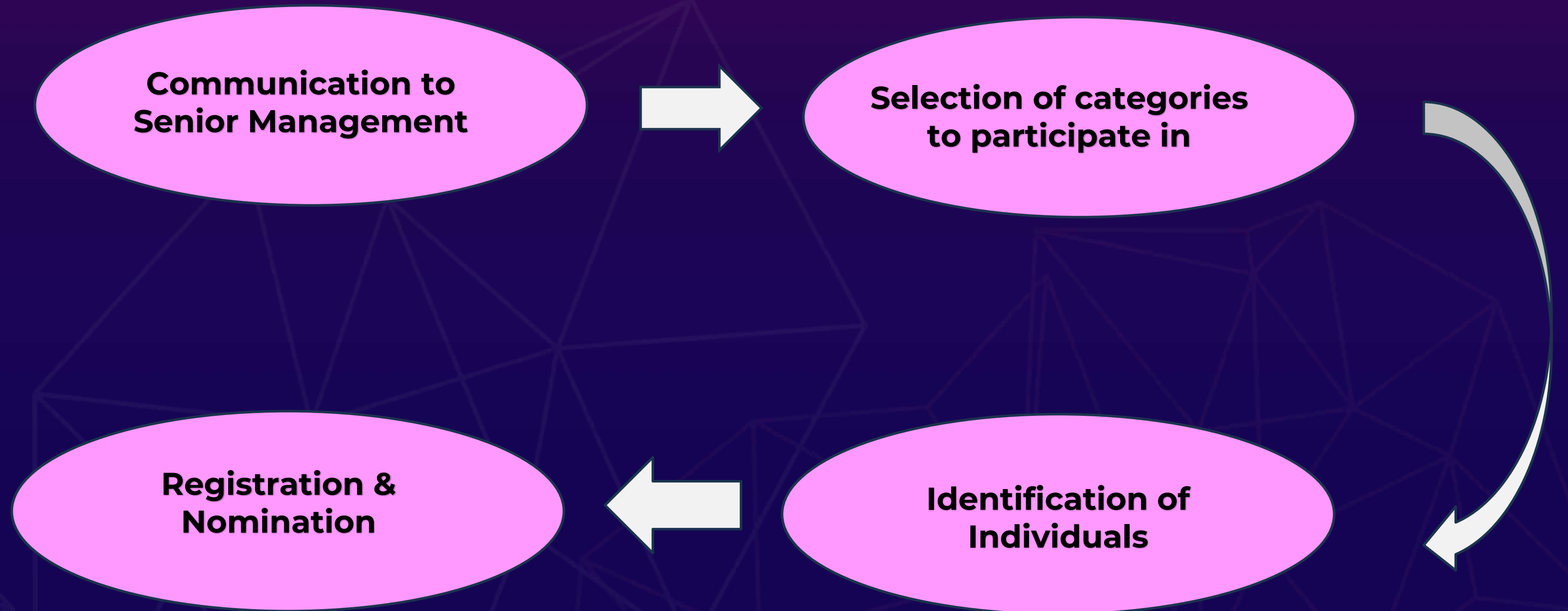
**THE BEST
TECHNOLOGY
INNOVATIONS**

PLATINUM
DAYTHREE DIGITAL
GOLD
DHL EXPRESS

CC-APAC 2025 CHAMPIONS



PREPARATION PROCESS



Definition Award Categories

CONTACT CENTRE



A centre where the predominance of work done involves handling customer interactions via telephone, email, web chat, social media (Omni-Channel). These could be inbound/outbound contact centres, helpdesks, tele-marketing centres, or service and support centres.

SEATS



The number of seats at the physical locations with various communication tools.

AGENTS



These are the customer service representatives who are handling the customer interactions at the contact centre.

Corporate Award Categories

IN HOUSE CONTACT CENTRE

The contact centre is a wholly owned subsidiary of a company or corporation and does not do work for other clients.

INBOUND

Contact centre whose primary activity is handling inbound contacts.

OUTSOURCED CONTACT CENTRE

The contact centre is a separate entity to the company or corporation the agents represent, including co-sourced contact centres.

OUTBOUND

Contact centre whose primary activity is handling outbound contacts.

Physical Judging

Corporate categories as below :-

- Best Customer Experience Program
- Best In House Inbound Contact Centre :
 - Above 100 Seats
 - Below 100 Seats
- Best Outsourced Inbound Contact Centre :
 - Above 100 Seats
 - Below 100 Seats

Entry Fees

CORPORATE CATEGORY

RM 2000

(FEES EXCLUDING 8% SST)

INDIVIDUAL CATEGORY

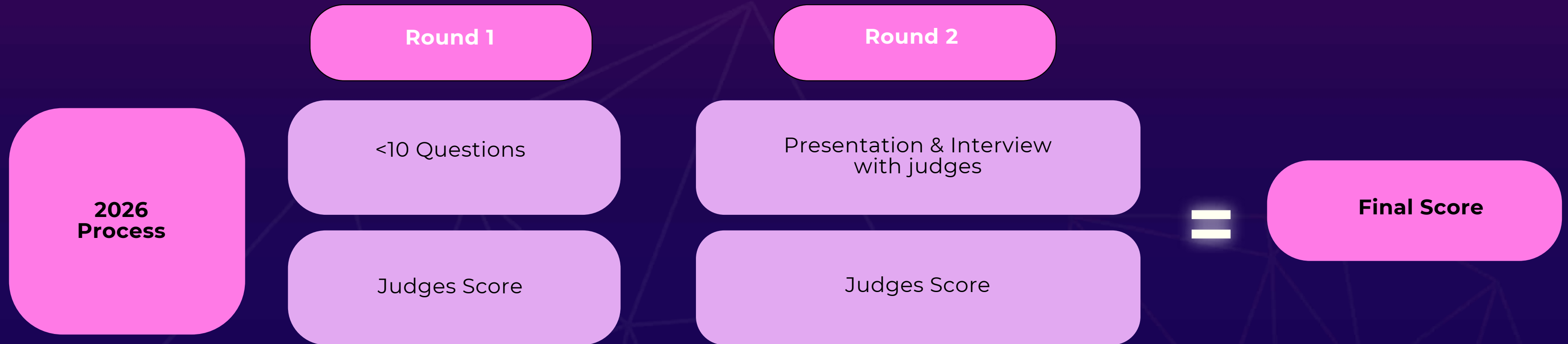
RM 800

(FEES EXCLUDING 8% SST)

Participating companies are required to be active members of CCAM.

2026 INDUSTRY EXCELLENCE AWARDS PROCESS

Awards Process



Presentation & Interview

- Corporate - **20 minutes** slides presentation followed by Q&A **25 minutes (45 minutes)**
- Individual - **15 minutes** slides presentation followed by Q&A **15 minutes (30 minutes)**
- Head of Contact Centre - **20 minutes** slides presentation followed by Q&A **25 minutes (45 minutes)**

Awards Process

Stage 1

- Pre-Awards Briefing
- Registration & Nomination

Stage 2

- Coaching Clinic
- Template Submission
- Candidates who scores less than 40% will not be shortlisted.

Stage 3

- Shortlisted candidate is notified for Presentation & Virtual Interview

Stage 4

- Presentation & Interviews
- Winner Selection
- Awards Ceremony & Gala Dinner

AWARDS REGISTRATION & TIMELINES

Awards Registration

Company Registration Form Submission

- Company receives link to complete the registration form for participation.

Registration Form Verification

- CCAM receives & verifies the registration form for awards participation.
- Companies are required to be an active member of CCAM.

Portal Login Access

- The company award liaison will be given a login access to the awards portal.

Nominee Registration

- Liaison to submit nominee registration form indicating the choice & number of corporate/individual category submissions.
- Supporting documents to be submitted (if required)

Nominee Registration Verification

- Nominee registration form submitted will be verified by CCAM.
- Invoice issued to company upon manual confirmation on the nominee registration details.

Registration starts from
11 March – 17 April 2026.
You will receive email from CCAM
Awards.


awards@ccam.org.my

CCAM 2026 Industry Excellence Awards is Now Open for Registration! [Summarize](#)

CA CCAM Awards
To Sujatha Balakrishnan

☺ Reply Reply All Forward ⓘ ⋮

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CCAM
MAKING CONNECTIONS

Invitation

Click and confirm that you wish to sign up for the
CCAM Industry Excellence Awards 2026

[Register Company](#)

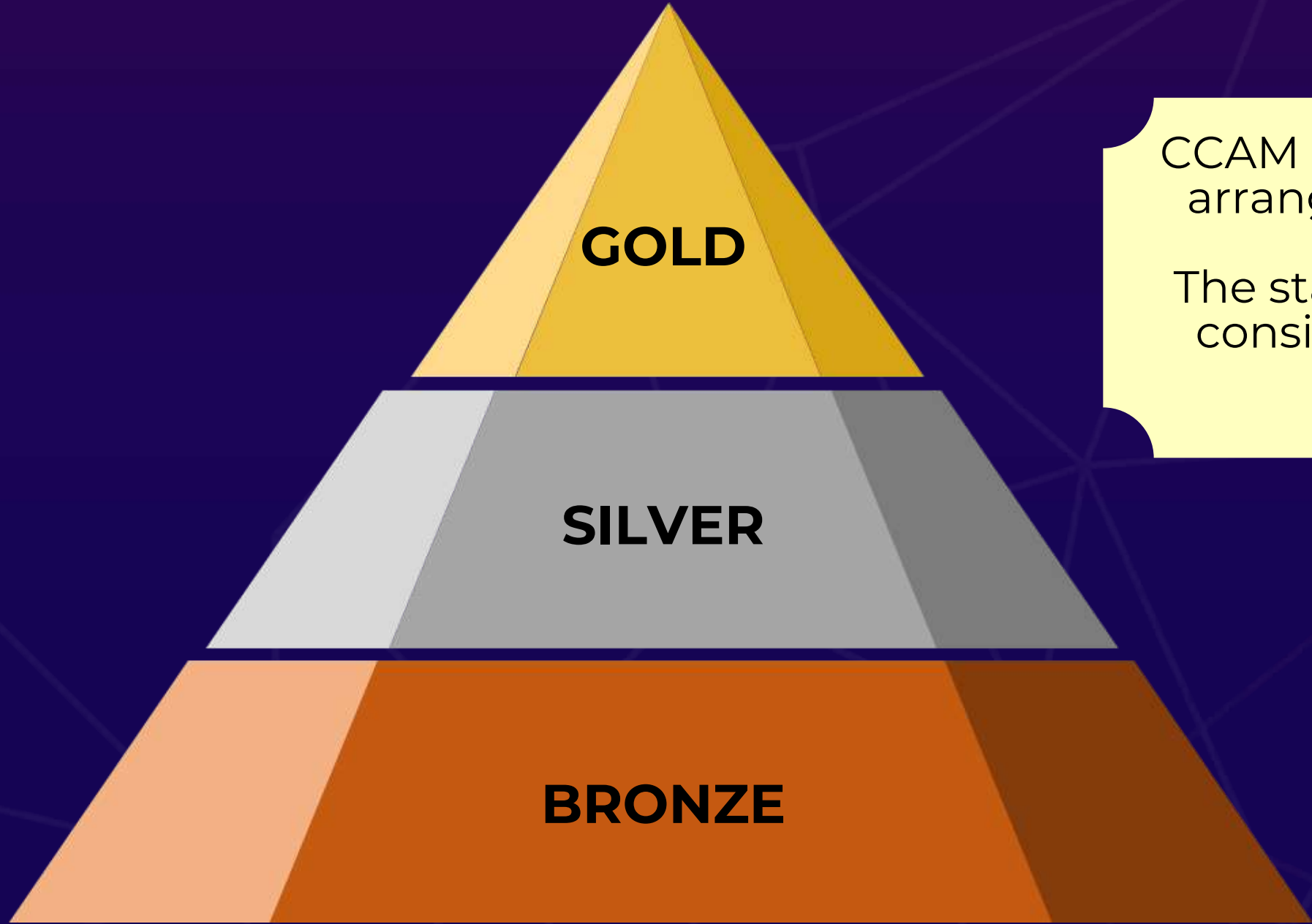
Regards,
Contact Centre Association Malaysia (CCAM)

Awards Journey



RANK STANDARDS OF AWARD CATEGORIES

Rank Standards



CCAM practices a quality standard in measuring the ranking arrangement for both corporate & individual nominations.

The standards are observed as a first-hand opportunity and consideration in promoting leading award winners to the Asia-Pacific Global Centre Awards.

CORPORATE & INDIVIDUAL CATEGORIES

Evaluation period January 2025 - December 2025

CORPORATE CATEGORIES

CATEGORY	SUB-CATEGORY
Best In House Inbound Contact Centre	Above 100 seats Below 100 seats
Best Outsourced Inbound Contact Centre	Above 100 seats Below 100 seats
Best Outbound Contact Centre	Open
Best New Contact Centre Project	Open
Digital Innovation Program : Best Use of Data Analytics Best Use of Automation	Open
Best Employee Experience Program	Open
Best Customer Experience Program	Open
Best Corporate Social Responsibility Program	Open
Best Social Media Program	Open

Note: Nomination of 3 or less, sub-category will be changed to "Open".

INDIVIDUAL CATEGORIES

CATEGORY	SUB-CATEGORY
Best Contact Centre Professional (Voice)	Above 100 seats Below 100 seats
Best Contact Centre Professional (Omni Channel)	Open
Best Contact Centre Support Professional : Data Analyst/Scientist HR Business Partner IT Business Partner Quality Assurance Specialist Trainer Workforce Management Analyst	Open
Best Contact Centre Sales Specialist	Open
Best Contact Centre Team Leader	Inbound Outbound
Best Contact Centre Manager	Inbound Outbound
Hero Award	Open
Best Head of Contact Centre	Open

Q & A

Excellence is not a skill, it's an attitude

We look forward to your participation.

Thank you!

awards@ccam.org.my