

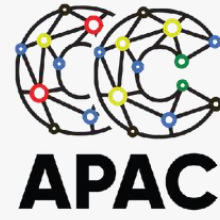
LAUNCH OF CC-APAC AWARDS 2026

Host : Contact Centre Association of Malaysia (CCAM)

Presented by
Vig Sivalingam

Judging Session Organised by
Contact Centre Association of Malaysia (CCAM)

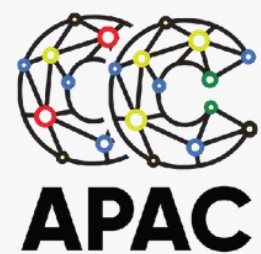




AGENDA

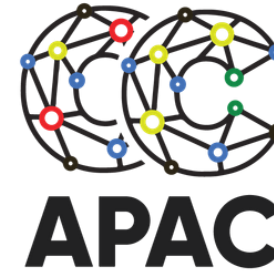
- 01** Introduction
- 02** Awards Briefing
- 03** Panel Session:
Insights from the Past Year's Awards





INTRODUCTION





CONTACT CENTRE ASSOCIATIONS ASIA PACIFIC

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



ABOUT CCAM



The Contact Centre Association of Malaysia (CCAM) was inaugurated in September 1999.

- CCAM serves as single national representative body for the Contact Centre industry in Malaysia
- A member of the 10-country CC-APAC Alliance
- Focused on driving Contact Centre excellence and elevating Customer Experience (CX) standards nationwide
- Core agenda built on:
 - Driving Industry Development
 - Creating strong Membership Value
 - Supporting Nation Building efforts
- Represents a community of over 200 active members (practitioners & solution providers), covers an industry workforce of more than 300,000 across Malaysia
- Guided by our taglines: *“Making Connections”* and *“Elevating Experiences”*



CC-APAC Regional Awards & Symposium 2026



25 November 2026



Sunway Resort Hotel, Kuala Lumpur

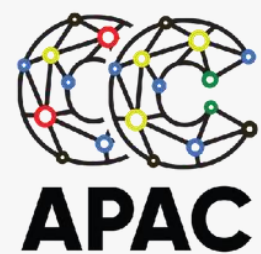
Contact Centre Association of Malaysia (CCAM) is proud to host the CC-APAC Regional Awards 2026.

The CC-APAC Regional Gathering & Awards includes :-

- CC-APAC's Regional Awards
- On-site tours of Malaysia's leading contact centres
- Awards Presentation Night & Dinner
- 2-days Asia Pacific's leading Customer Experience Summit (CX Summit)

We welcome you to come together for the celebration of the best of Asia Pacific Contact Centres.





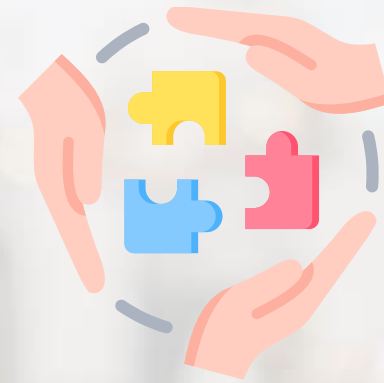
AWARDS BRIEFING



CATEGORIES



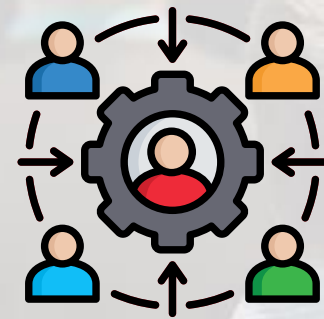
Contact Centre Operations



Business Contribution



Customer Experience



Employee Engagement



Technology Innovation

CATEGORIES

DESCRIPTION

THE BEST CONTACT CENTRE OPERATIONS

The ability of the contact centre 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 centre operations.

THE BEST BUSINESS CONTRIBUTION

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

THE BEST TECHNOLOGY INNOVATION

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

TIMELINE



WIRA



MANJA



Note: *Actual dates to be finalised with CC-APAC Meeting. The timelines is tentative and subject to changes by CCAM

AWARDS PROCESS

NOMINEE LOGIN CREDENTIALS

The participant are pre-registered and will be given a login access to the awards portal.

NOMINEE ASSESSMENT

Nominees to start their assessment process and proceed with submission.

NOMINEE INTERVIEW SESSION

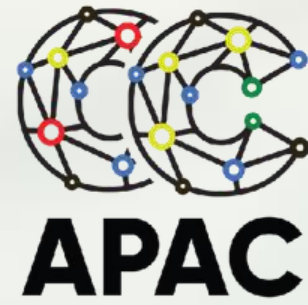
Judges to evaluate & score in the portal during interview sessions.

JUDGING PROCESS

1. Each regional association can nominate a maximum of two (2) participants in each category.
2. Participants will be scheduled for a virtual interview with a panel of judges via zoom.
3. Each team can have a maximum of three (3) presenters during the interview session.
4. The judges may exclusively evaluate and score presentations from other associations other than their own.
5. It is mandatory for the judges to give constructive feedback and recommendations for each team.

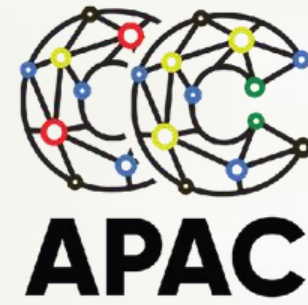


SCORE CARD



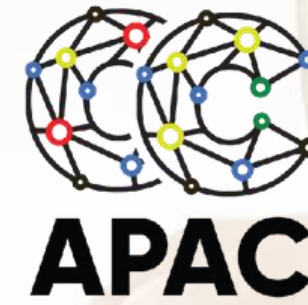
BRONZE

55 - 64



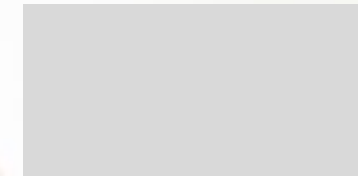
SILVER

65 - 74



GOLD

75 - 84



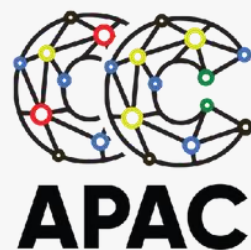
PLATINUM

85 - 100

Note : Each winner will be receiving trophy and certificate during Awards Dinner.
Certificate will be signed by host country association.

SCORE CARD

NO	PARAMETER	PERCENTAGE %
1	Background	2.5%
2	Data Analysis	15%
3	Objective	10%
4	Creativity	15%
5	Key Activities	10%
6	Key Responsibilities	7.5%
7	Key Resources	7.5%
8	Key Performance Indicators	15%
9	Results / Achievements	15%
10	Additional Information	2.5%
TOTAL		100%



General Template of Corporate Program

CC-APAC Regional Awards 2026



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 centre 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 centre 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 centre, 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 centre 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 centre and partners in the implementation of this improvement / project / program.

7. KEY RESOURCES

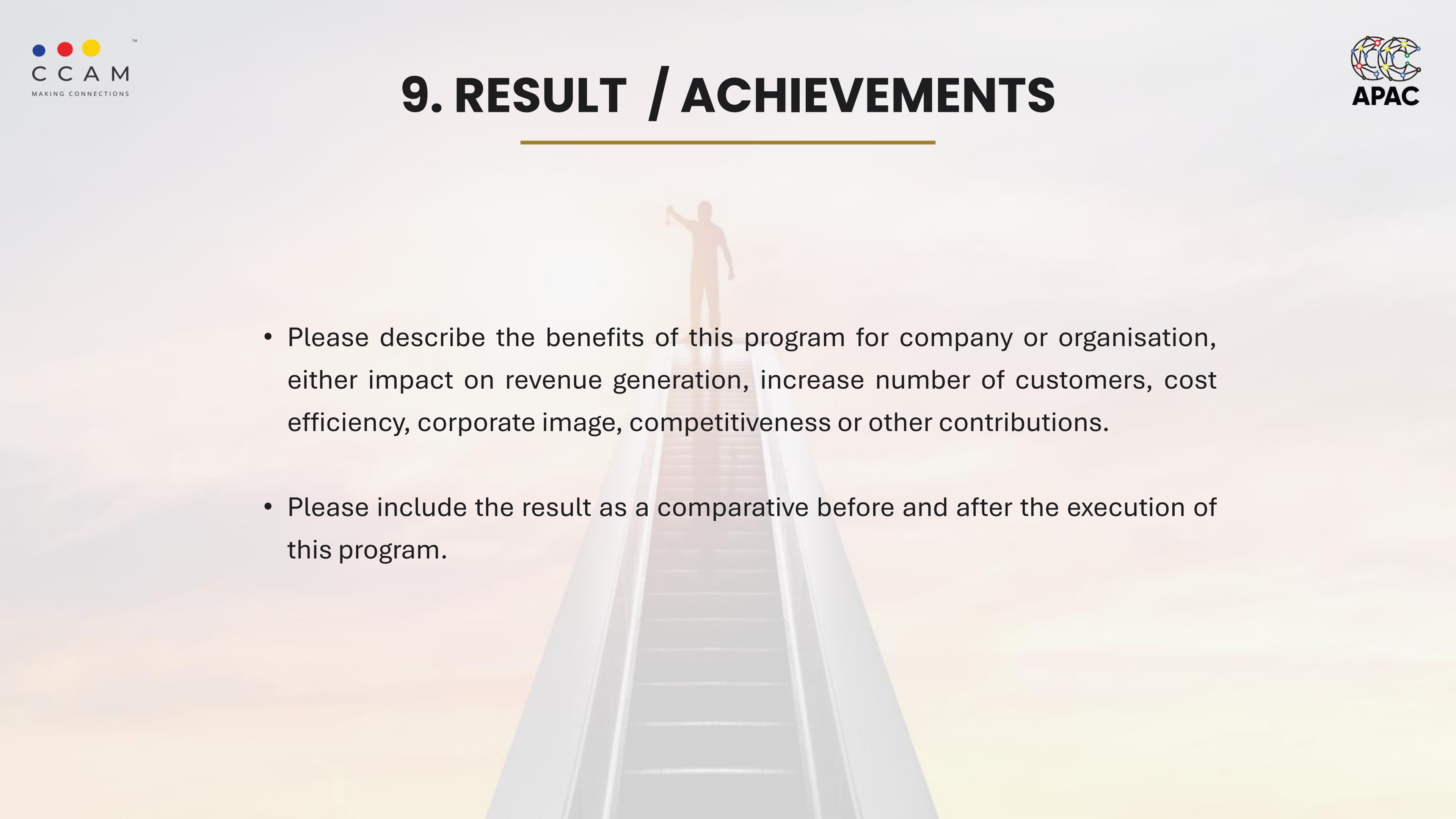
Please describe the required resources to execute this improvement / project / program, in terms of labour, technology and cost:

- 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

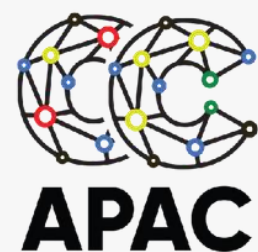
- Please include at least 4 key performance indicators as indicators to monitor the progress of the improvement / project / program in contact centre.
- The KPI of the program presented month by month within period of execution of the program.

9. RESULT / ACHIEVEMENTS

- 
- Please describe the benefits of this program for company or organisation, 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).
- For the Best Operations, you may need to include your contact centre infrastructure.



Panel Session: Insights from the Past Year's Awards



ASSOCIATION LEADERS



VIGNESWARAN SIVALINGAM

President

**Contact Centre Association
of Malaysia (CCAM)**



CHAPMAN LAM

Chairman

**Hong Kong Customer Contact
Association (HKCCA)**



ANDI ANUGRAH

Chairman

**Indonesia Contact Center
Association (ICCA)**

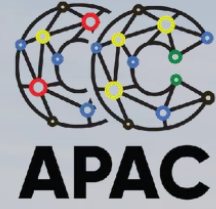


KENNETH CHONG

Chairman

**Contact Centre Association
of Singapore (CASS)**

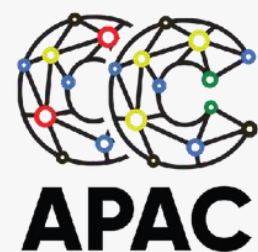




THANK YOU

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