



# 2026 INDUSTRY EXCELLENCE AWARDS

**COACHING CLINIC**

*28 April 2026*

*PRESENTED BY  
RAJA AZLAN & MANJU THAVAMONEY*



# CCAM INDUSTRY EXCELLENCE AWARDS



**MANJU THAVAMONEY**  
Awards Comm - Member



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

# AGENDA

1. Awards Process

2. Awards Journey

3. Key insights, Expectations & Tips for success

4. Awards Portal

# AWARDS PROCESS

## ROUND 1

29 APRIL - 22 MAY 2026

AWARDS TEMPLATE  
SUBMISSION

## ROUND 2

1 JULY - 3 JULY 2026

PHYSICAL PRESENTATION  
AND INTERVIEW SESSION

## ROUND 2

6 JULY - 28 AUGUST 2026

VIRTUAL PRESENTATION  
AND INTERVIEW SESSION

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

# PREPARATION AND SUBMISSION



**BACKGROUND  
QUESTIONS**



**ROUND 1  
QUESTIONS**



**PRESENTATION  
AND INTERVIEW  
SESSION**

# ROUND 1- WRITTEN SUBMISSION

## **BACKGROUND QUESTIONS**

To help judges understand you and your organisation.

## **APPROXIMATELY 8 - 10 QUESTIONS**

Focusing on elements that are critical for your category.

## **KEEP YOUR RESPONSES RELEVANT**

Response shall be relevant to the participating category including submission of data/evidence where applicable & required. Evaluation shall be based on data from January 2025 - December 2025.

## **PORTAL**

Maximum 5000 characters for each question.

## **ATTACHMENTS**

Each question allows you upload up to 3 PDF files and each file size is not more than 4 MB.

## **MINIMUM QUALIFICATION**

Minimum qualification of 40% score will enable you to proceed to the next round.

# ROUND 2 - PRESENTATION AND INTERVIEW SESSION

## TIME ALLOCATION :

### CORPORATE

45 mins

Presentation : 20 mins

Q&A : 25 mins

Can have more than one presenter.

### INDIVIDUAL

30 mins

Presentation : 15 mins

Q&A : 15 mins

Participant to present

### HEAD OF CONTACT CENTRE

45 mins

Presentation : 20 mins

Q&A : 25 mins

HOCC to present

# ROUND 2 - PRESENTATION AND INTERVIEW SESSION

## **PRESENTATION :-**

- Dive deeper on the various elements with justification & evidence.
- Judges may question based on your round 1 or round 2 or specific to your category.
- Use this opportunity to demonstrate why you deserve to win the award.

\*\*\*\*\*

## **PUNCTUALITY & READINESS :-**

- The judges have a lot to get through. Start on the right foot by being ready to start on time.
- Interviews are conducted via Zoom. Check your connection and ability to present on Zoom.
- Physical interview - Ensure to be at the location half an hour(30 mins) earlier to avoid delay. Location of physical interview will be shared to participants via email.

# HERO AWARD

## Important changes to note

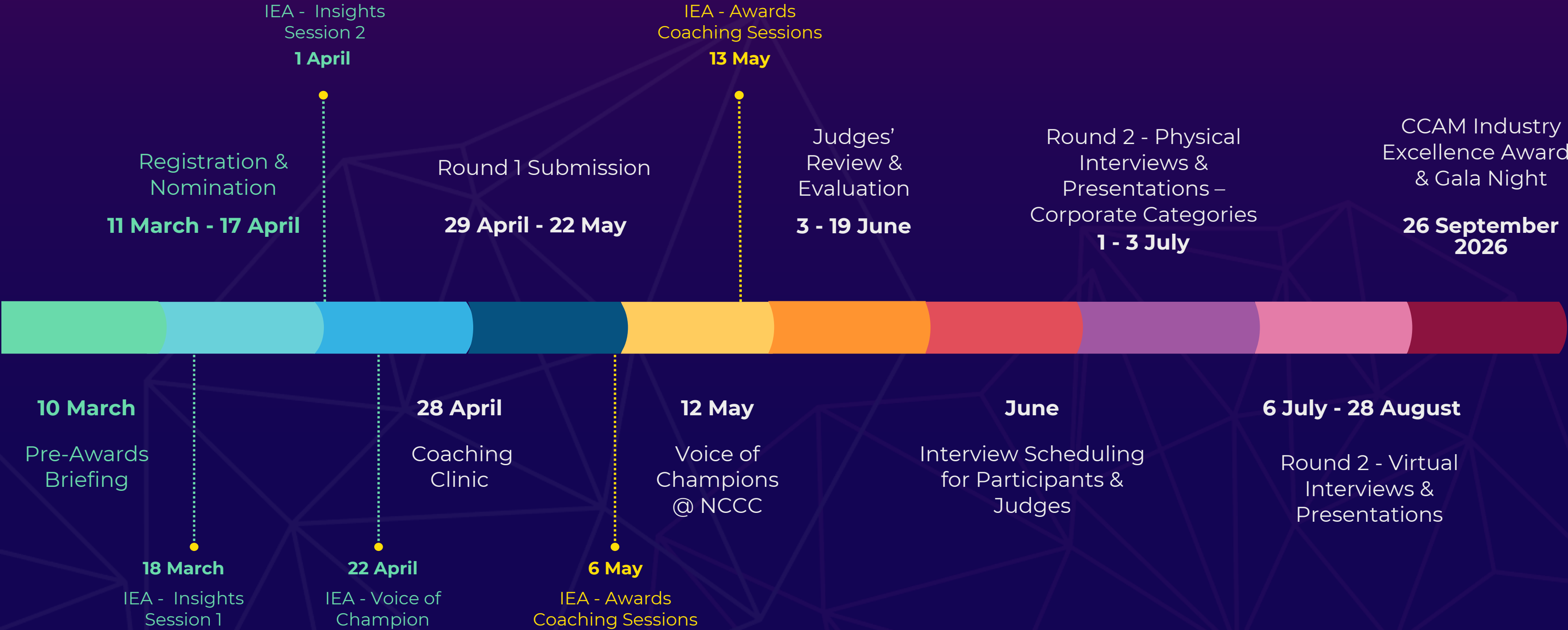
### 2025 :-

- Participant receive credential email & fill in background information.
- Participant fill up round 1 template and submit.
- Successful participant required to attend round 2 interview.

### 2026 :-

- No change
- Participant and nominator to work together to fill in round 1 template and submit.
- Successful participant to attend round 2 interview with nominator.
- Nominator to lead the interview for round 2 with participant.

# AWARDS JOURNEY



# KEY INSIGHTS, EXPECTATIONS & TIPS FOR SUCCESS

# AGENDA

1. Judges' Expectations : Round 1 vs Round 2
2. Importance of Evidence & Data
3. Focus on Individual Contributions
4. Common Pitfalls & How to Avoid Them
5. Tips for a Winning Submission
6. Presentation Requirements for Round 2

## Expectations :- Round 1 vs Round 2

Round 1 – written responses:

- High-level overview of achievements, milestones, data and key contributions.

Round 2 - Presentations and Q&A:

- Detailed insights into strategies, measurable results, challenges and broader value creation and it's impact to the company.

## Importance of Evidence and Data

Why evidence matters :-

- Judges need data and documentation to assess the scope, impact and credibility of submissions.

How to provide evidence that makes an impact :-

- Show key metrics/data and comparisons.
- Case studies and actual scenarios.

## Focus on Individual Contributions

Why it matters :

- Judges want to see individual impact and unique value.

How to highlight contributions :-

- Clearly describe personal responsibilities and specific deliverables.
- Explain how individual efforts contributed to overall results and impact to company.

## Common Pitfalls and How to Avoid Them

Common pitfalls :-

- Lack of evidence or measurable data.
- Overemphasis on team/company contributions.
- Repetitive or generic responses.
- Poor differentiation between Round 1 and Round 2.

How to avoid them :-

- Provide high-level summaries for each questions.
- Focus on individual contributions.
- Tailor responses for each round.

# Tips for a Winning Submission

## Top Tips :-

- Answer the specific pointers for each questions.
- Provide clear, measurable results which benefits the company / business.
- Use data and evidence to support claims.
- Highlight innovation and unique strategies.
- Ensure all submissions are endorsed by HOCC & higher.

## Presentation Requirements for Round 2

### What judges expect :-

- Widen their success stories and journey in addition to round 1 submissions.
- Supporting data, evidence and insights
- A well-structured presentation with clear visuals.

### Common mistakes :-

- Attending without slides or supporting documents.
- Failing to provide specific data when requested.

# AWARDS PORTAL

CCAM - Nomination Authenticated



CCAM UAT <rachel.leow.testing@gmail.com>  
To CCAM Awards

Reply Reply All Forward

Mon 27/4/2026 1:31 PM

If there are problems with how this message is displayed, click here to view it in a web browser.



## Congratulations!

Nomination had been approved. Here's the login details

Your category & username



**Best Contact Centre Professional (Omni Channel)**

Username: ci.8.ci.8.awards

Temporary password:

Temporary password



**xml3zr5v.spm**

Sign in below

Tutorial video



Click [HERE](#) for a tutorial before sign in.

**Note: Do not duplicate the tab while answering/submitting your assessment.**

Sign in to access the portal



Sign In

Thanks!  
CCAM Admin



Sign in to CCAM Award

ci.8.ci.8.awards

.....

Show Password

Log In

[Forgot your password?](#)

[Register for CCAM Award?](#)

MENU

- Secure ^
- Change Password
- Assessment v

USER CHANGE PASSWORD

Old Password:


New Password:

Confirm Password:

Confirm

**You will be required to change your password.  
Password requirements : Password must contain a minimum of 1 uppercase character and 1 special character.**

MENU

 Secure ▾

 Assessment ▴

Round 1 -  
Assessment

Round 1 -  
Submitted Answers

## BACKGROUND

**Candidate Name: Sujatha Balakrishnan**

**Company Name: CCAM**

**Category: Hero Award**

**Note: Do not duplicate the tab while answering/submitting your assessment.**

Please complete the background questions below before proceeding

**i** Note: Do not duplicate the tab while answering/submitting your assessment.

Your Name:\*

Your Designation/Job Title:\*

Length of time in current role:\*

Length of time with current organisation:\*

**i** Please elaborate on number of submissions and categories

Is this your first CCAM submission?:\*

Provide a brief description/overview of your job and key responsibilities:\*

**You will be required to upload your Organisation chart as well and click “Start”.  
Another box will appear, type “YES” and confirm to start your assessment.**

**i** Browse to select the document you wish to upload. To complete task please click on Upload button. File type : jpg,,jpeg,,gif,,png,,pdf,,doc,,docx,,xls,,xlsx & Maximum file size : 4MB

Please provide a detailed organisational chart with names, designations of team members in your Contact Centre etc.

 Upload

No	File	FileSize
1	<a href="#">CCAM.png</a>	28 KB

Thank you for completing the background section and uploading your organisational chart.  
Please check the information entered before proceeding by using the following guide below to generate a PDF.  
**Once you press the START button, and confirmed with "YES", you will not be able to edit this section.**  
**To begin the Desktop Questions, press the START button**

**To preview your answer. Simply follow these steps:**

1. Open the Background question page in Google Chrome.
2. Press "**Ctrl+P**" on your keyboard.
3. Once the print dialogue box appears, select the "**Save as PDF**" option from the list of destinations.
4. Choose your preferred print settings and click "**Save**".
5. Your Background question will be saved as a PDF document that you can access anytime.

Start

By submitting my entry to CCAM Industry Excellence Awards 2026, I acknowledge and agree that all data, materials, and information provided are collected and used solely for the purpose of evaluating and administering the competition.

I understand that my data will not be shared, sold, or used for any other purpose beyond the competition's requirements.

**All fees are non-refundable**

To confirm this action, please type '**YES**'  
Please be advised that once you confirm ,you will not be able to edit the responses in the background section

CONFIRM

CANCEL

Candidate Name: Sujatha Balakrishnan  
Company Name: CCAM  
Category: Best Contact Centre Professional (Omni Channel)

Note: Do not duplicate the tab while answering/submitting your assessment.

**i** Weightage: 15 —→ **There is weightage shown in each question.**

## QUESTION 1/8

As part of your roles and responsibilities, share your key focus areas. What considerations are taken into account in ensuring KPIs, SLAs, and key result areas are met daily/monthly. Who takes responsibility for this?

**Maximum 5000 characters for each question.**

**To upload, click Browse, upload your file and press Upload.**

**Each question allows you upload up to 3 files and each file size is not more than 4 MB in PDF format only.**

Select multiple files... Browse...

 Upload

Please upload files in PDF format only

File	File Size
No data to display	

Please input your comment.

0/0characters remaining.

Note:

- \* Once you have selected your file to upload (if required) please click the UPLOAD button to confirm this action. On completion of your response to this question please click the SAVE button to continue. Your documents and response will be saved on clicking the SAVE button.
- \*\* Information / Statistics provided must be endorsed by relevant Senior Management / HR where applicable.

SAVE

 Weightage: 5

## QUESTION 8/8

Why do you think you deserve to win the GOLD award?

Select multiple files...

Browse...

 Upload

Please upload files in PDF format only

File	File Size
No data to display	

testing

**At your final question, you will see the 'END' button.**

1993/5000characters remaining.

**Note:**

1. \* Once you have selected your file to upload (if required) please click the **UPLOAD** button to confirm this action. On completion of your response to this question please click the **SAVE** button to continue. Your documents and response will be saved on clicking the **SAVE** button.
2. \*\* Information / Statistics provided must be endorsed by relevant Senior Management / HR where applicable.

BACK

END

### DESKTOP SUBMISSION

**Once click on 'END', you will see this submission page.**

Thank you for completing your submission!

To check/download your responses you may click on the **REVIEW** button.

To edit your responses you may click on the **EDIT** button.

Once you have completed all responses click on **SUBMIT** button.

**Please note that once you have submitted your responses you will not be able to go back to edit/review them.**

Review

Edit

Submit

## DESKTOP SUBMISSION

Thank you for completing your submission!

To check/download your responses you may click on the **REVIEW** button.

To edit your responses you may click on the **EDIT** button.

Once you have completed all responses click on **SUBMIT** button.

**Please note that once you have submitted your responses you will not be able to go back to edit/review them.**

Review

Edit

Submit

## Round 1 Assessment Summary



AssessmentRound1\_27\_04\_2026

14\_10\_18.pdf

100 KB • 2 minutes ago

Candidate Name: Sujatha Balakrishnan

Company Name: CCAM

Category: Best Contact Centre Professional (Omni Channel)

No	Question	Answer	FileName
1	As part of your roles and responsibilities, share your key focus areas. What considerations are taken into account in ensuring KPIs, SLAs, and key result areas are met daily/monthly. Who takes responsibility for this?	testing	-
2	What are some of the skill sets that have made you an excellent omni channel contact centre professional? Please provide case study.	testing	-

**You will see the Review page. Click on the "Review" button once you completed your questions. The system will generate a PDF file that is downloaded to your folder. It includes your answers for your review.**

**i** Weightage: 5

## QUESTION 8/8

Why do you think you deserve to win the GOLD award?

Select multiple files...

Browse...

 Upload

Please upload files in PDF format only

File	File Size
No data to display	

testing

7/5000characters remaining.

**Note:**

1. \* Once you have selected your file to upload (if required) please click the UPLOAD button to confirm this action. On completion of your response to this question please click the SAVE button to continue. Your documents and response will be saved on clicking the SAVE button.
2. \*\* Information / Statistics provided must be endorsed by relevant Senior Management / HR where applicable.

BACK

END

**If there are any changes, click the “Edit” button.  
You will be re-directed to the questions page for any addition or amendments.  
Repeat process till end.**

Once completed, click the “Submit” button.  
A confirmation box will pop up. Enter “YES” and click “Confirm” to submit.  
You will see a submission page which shows your completion.  
Once submitted, no amendments are allowed.

## DESKTOP SUBMISSION

Thank you for completing your submission!

To check/download your responses you may click on the **REVIEW** button.

To edit your responses you may click on the **EDIT** button.

Once you have completed all responses click on **SUBMIT** button.

**Please note that once you have submitted your responses you will not be able to go back to edit/review them.**

Review

Edit

Submit

I hereby declare that the information provided in this submission is true, accurate, and complete to the best of my knowledge. I confirm that all contributions, achievements, and supporting materials included in this submission are my own work or have been appropriately credited to the respective individuals or organizations. I understand that any false or misleading information may result in disqualification from the awards process.

To confirm this action, please type '**YES**'

Please be advised that once you confirm, you will not be able to edit the responses in the assessment section.

CONFIRM

CANCEL

## DESKTOP SUBMISSION

Well done! You have completed the desktop submission.  
You will be advised on next steps by CCAM Secretariat. Good luck!!

MENU

- Secure
- Assessment
- Round 1 - Background
- Round 1 - Assessment

ASSESSMENT - ROUND 1 SUBMITTED ANSWERS

**CANDIDATE DETAILS**

Name:  Company:  Category:

**\*\*Please note that this section will only be displayed upon Round 1 Assessment Submission and not otherwise.**

No	Question						
-	1						
	As part of your roles and responsibilities, share your key focus areas. What considerations are taken into account in ensuring KPIs, SLAs, and key result areas are met daily/monthly. Who takes responsibility for this?						
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>No</th> <th>Answer</th> <th>FilePath</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>testing</td> <td></td> </tr> </tbody> </table>	No	Answer	FilePath	1	testing	
No	Answer	FilePath					
1	testing						
-	2						
	What are some of the skill sets that have made you an excellent omni channel contact centre professional? Please provide case study.						
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>No</th> <th>Answer</th> <th>FilePath</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>testing</td> <td></td> </tr> </tbody> </table>	No	Answer	FilePath	1	testing	
No	Answer	FilePath					
1	testing						
+	3						
	What are the tools or systems available in your Contact Centre that are critical for your success? Can you share why these tools or systems are important in your daily operation and interaction with your customers?						
+	4						
	How do you know you are providing excellent customer service and you stand out as a key contributor to your omni channel contact centre? Please elaborate with supporting data or evidence.						
+	5						
	Customer experience is all about teamwork. Share a time when you volunteered for additional task to meet departmental goals.						
+	6						
	Please share your achievements and accomplishments in the last 12 months for the omni channel centre? What lessons have you learnt in your job that makes you even more successful? Please be specific and share some stories to illustrate what you mean.						
+	7						
	Share a process improvement initiative that you were involved in. What was your role in this initiative and in your opinion, give 2 reasons why this initiative was beneficial to the organisation?						
+	8						
	Why do you think you deserve to win the GOLD award?						

You can review your submitted answers.  
 Click on "Assessment". You will see "Submitted Answers".

# Q & A

**\*Excellence is not a skill, it's an attitude\***

**We look forward to your participation.**

**Thank you!**

**[awards@ccam.org.my](mailto:awards@ccam.org.my)**