



CONNECTED BY DESIGN – PEOPLE, AI, AND PURPOSE

CCAM-COPC 2026 Malaysian Research Insights
Through the Lens of the COPC CX Standard Release 8.0

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Knowledge partner



WHAT I WANT TO TALK TO YOU ABOUT TODAY



PURPOSE DRIVES AI DEPLOYMENT

What we learned from our recent studies in other regions

Resolution is critical; Non-resolution devastates satisfaction scores
(from +33 to -72 NPS impact)

Malaysia: +87 to +5

Transparency builds trust - Always disclose AI use upfront
(34-point drop in Satisfaction for hiding that channel is AI-powered)

Experience drives adoption - Positive AI interactions increase future comfort levels
(from 25% to 76% comfortable to use AI in the future)

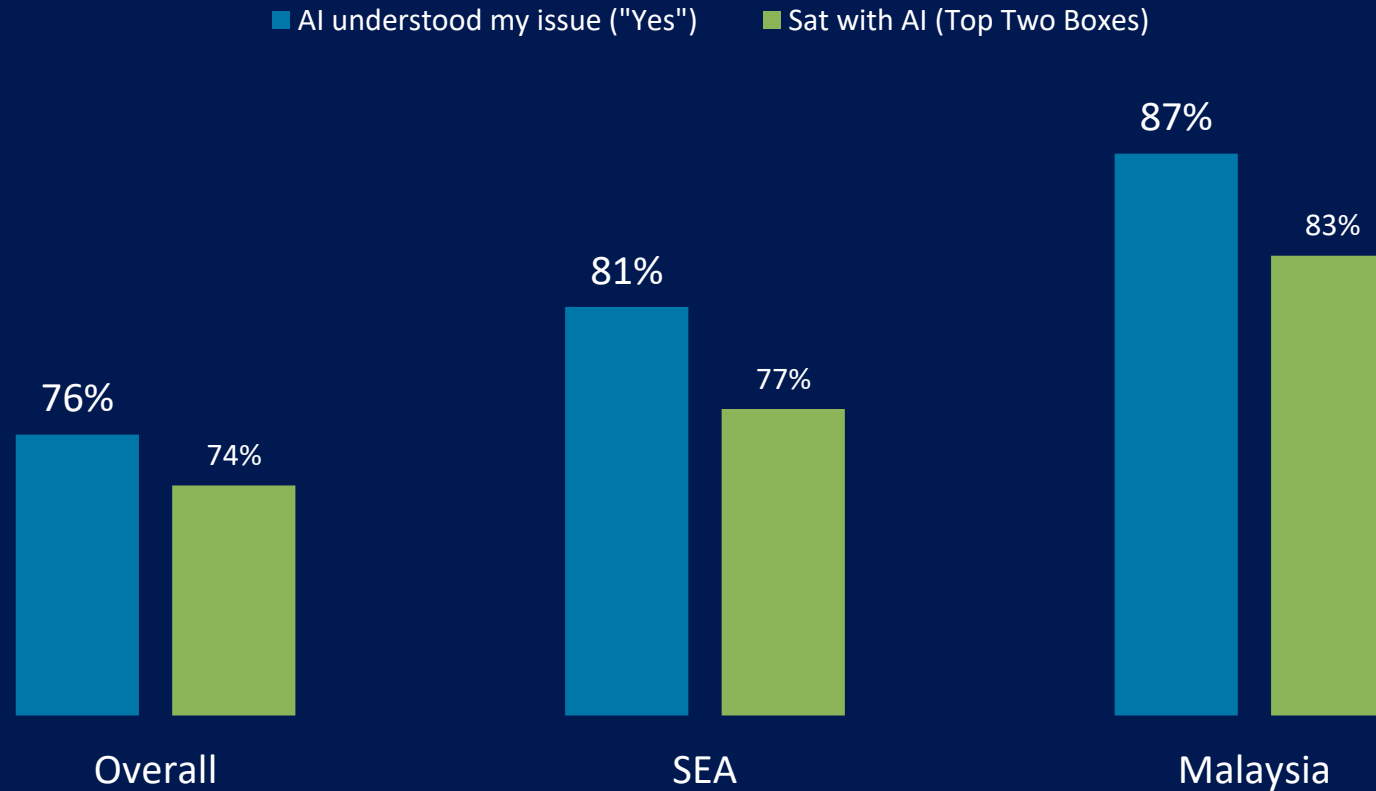
Malaysia: from 35% to 87%

Knowledge Management is key to AI implementation

Training employees in tools impacts satisfaction
(Trained AI users are 25% more satisfied than untrained)

THE PERCEIVED “INTELLIGENCE” OF AI BY MALAYSIAN CONSUMERS

“We are stuck with technology when what we really want is just stuff that works.” - Douglas Noel Adams, ‘The Salmon of Doubt’, 1996

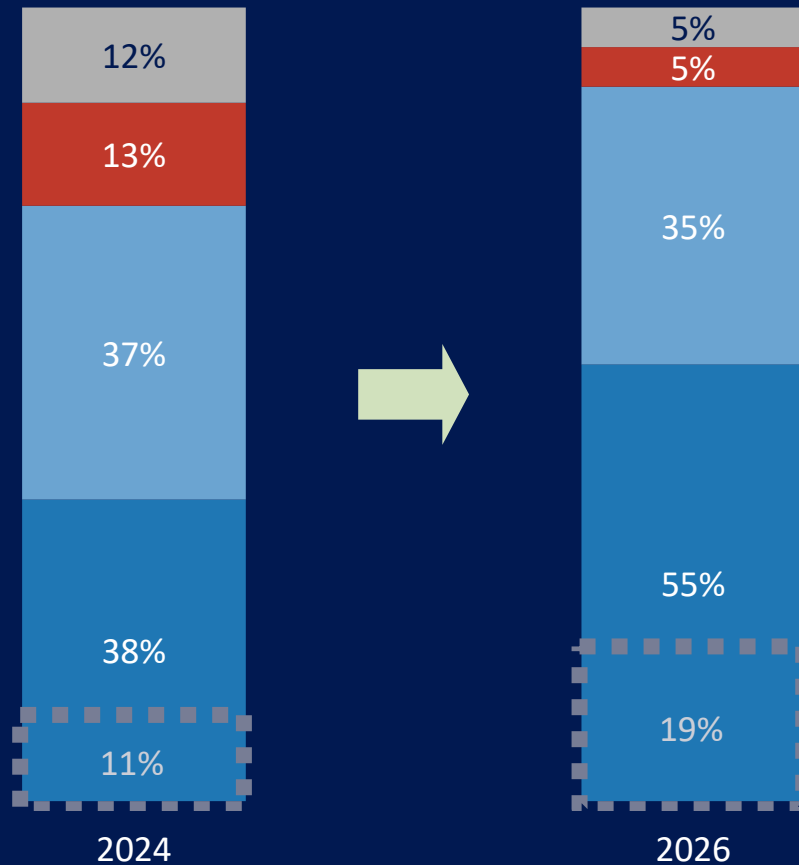


Question to consumers: “Did the AI application understand your issue?”

THE UNIQUE STRENGTH FOR MALAYSIA

Consumers are ready, businesses are ready, and there is a ready ecosystem

■ Currently using ■ Planning (next 18m) ■ No plans ■ Unsure



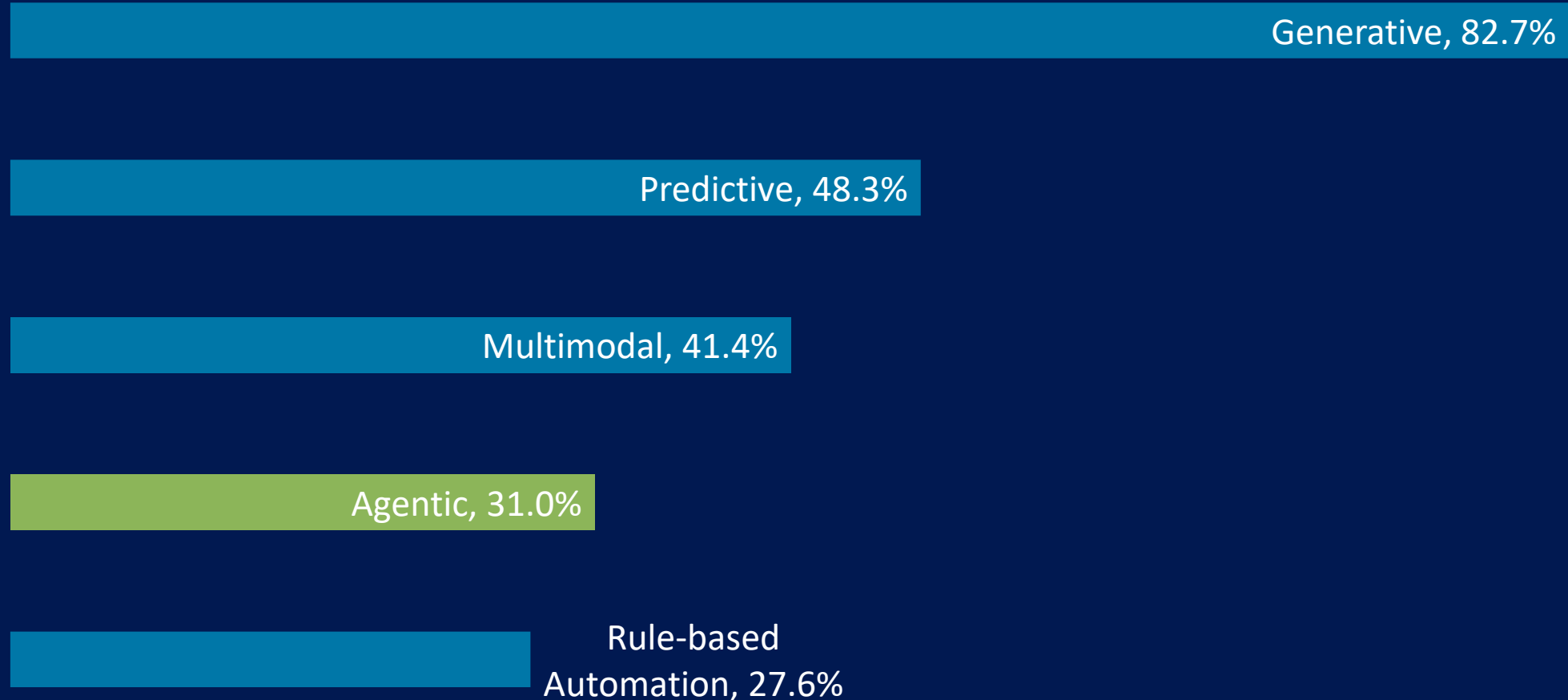
9 out of 10 respondents said their organization is either implementing or planning to implement in the next 18 months AI solutions

Only about 1/5th will continue to use the existing AI solutions; so about 3/4th will either be implementing AI in CX or refresh / change the solutions implemented

There are Forums for AI, Agentic AI, higher use of RCS, and increased support from the agencies for localized AI development, along with the National AI Action Plan 2026-2030

THE SANDS ARE SHIFTING, YET AGAIN

Changes and Waves of AI solutions

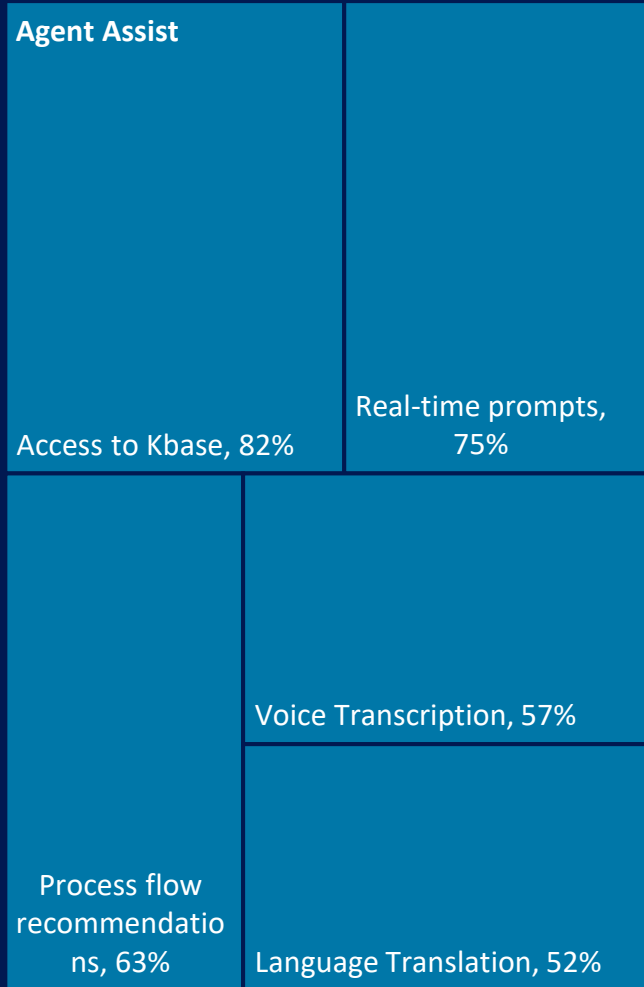


Multiple choices per selection



BUILD WITH A PURPOSE

Where are people using AI in Malaysian Contact Centres?



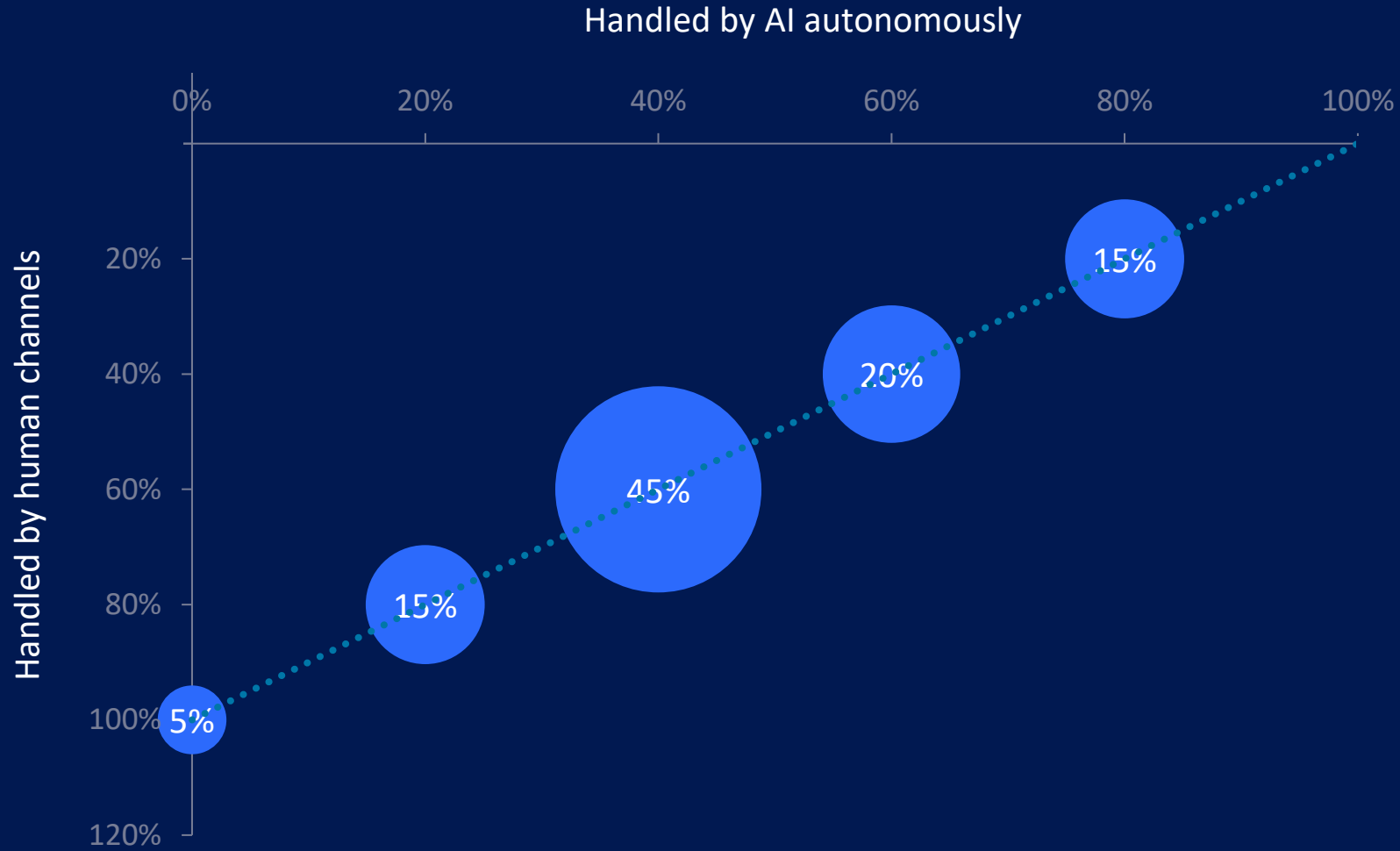
Multiple choices per selection

The 2026 Contact Centre AI Landscape



BUILD TOGETHER: PATHWAY TO AI-NATIVE INTERACTIONS

“AI is not a tool, it’s an agent” – Yuval Noah Harari, 2024



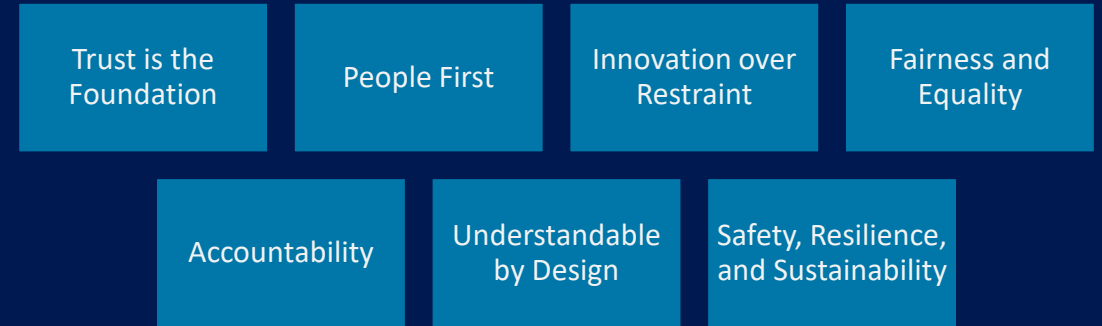
AI-maxxing?

BUILD FOR THE FUTURE: ASIA THOUGHT LEADERSHIP IN AI

Six essential practices for AI adoption
October 2025, National AI Centre, Australia



Seven key principles for AI innovation
November 2025, AI Governance Group, Ministry of Electronics and IT, India



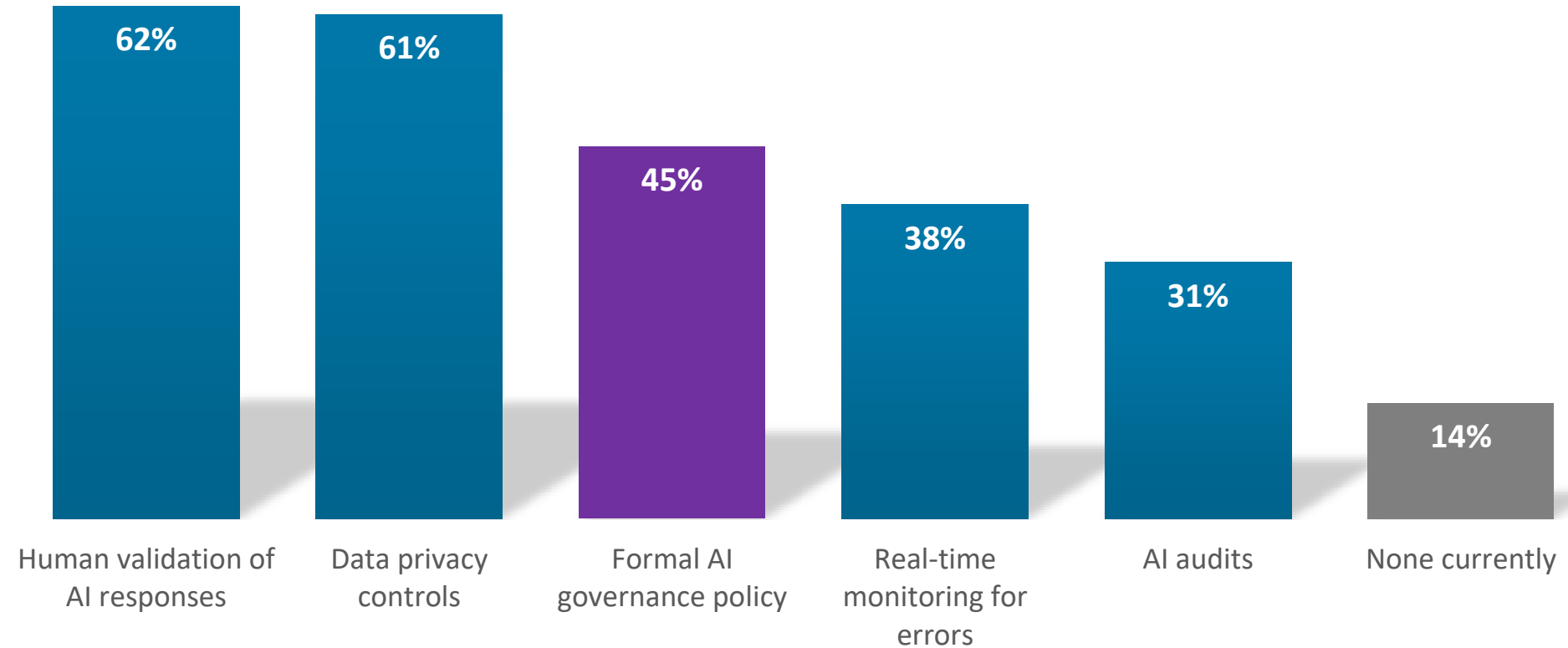
Seven core AI principles for AI Governance & Ethics
September 2024, MOSTI and NAI0, AI-RDMP 2021-25, Malaysia



THE AI GOVERNANCE PARADOX

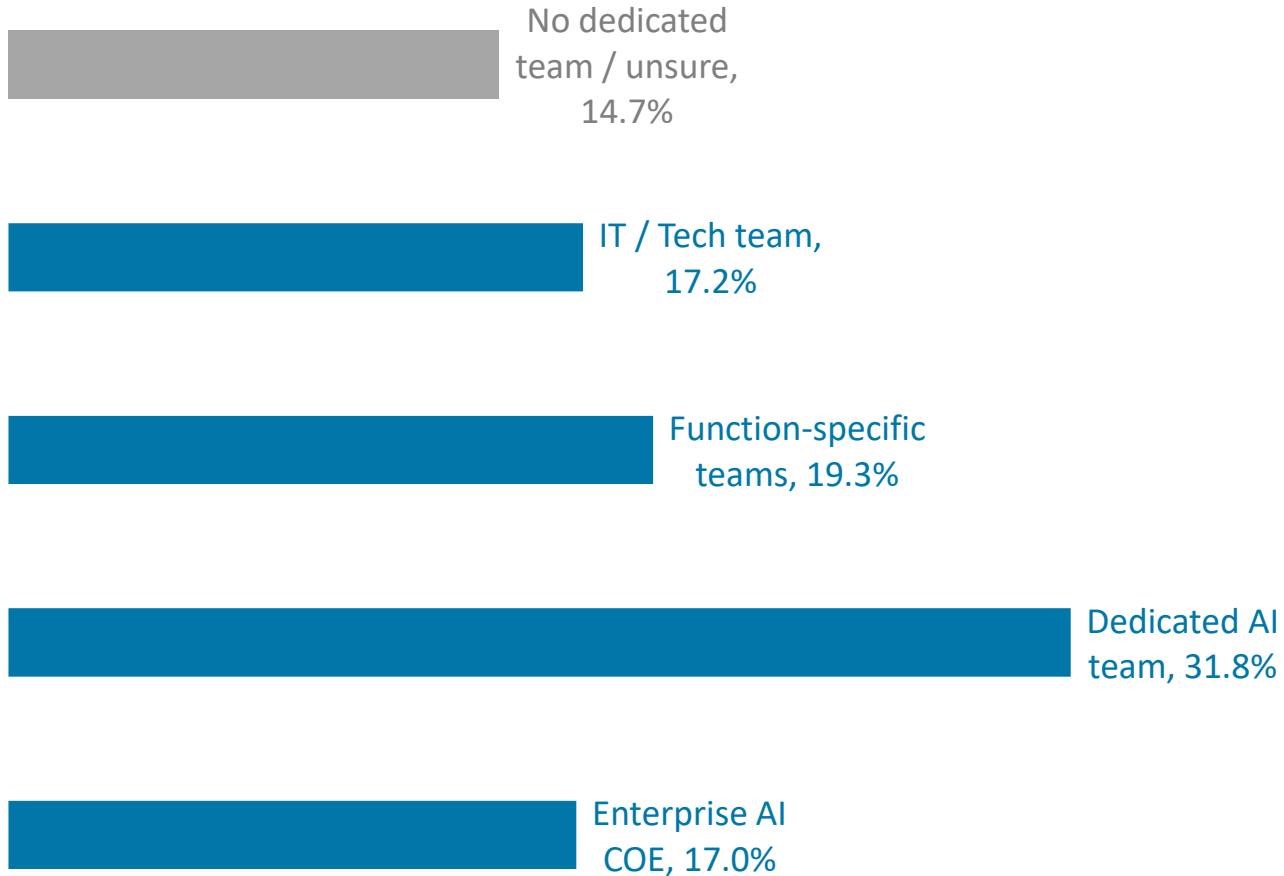
While most companies agree to the need of AI Governance, less than half have a formal AI policy

Safeguards for AI Deployment



Multiple choices per selection

WHO IS DEPLOYING AI IN THE ORGANIZATION?

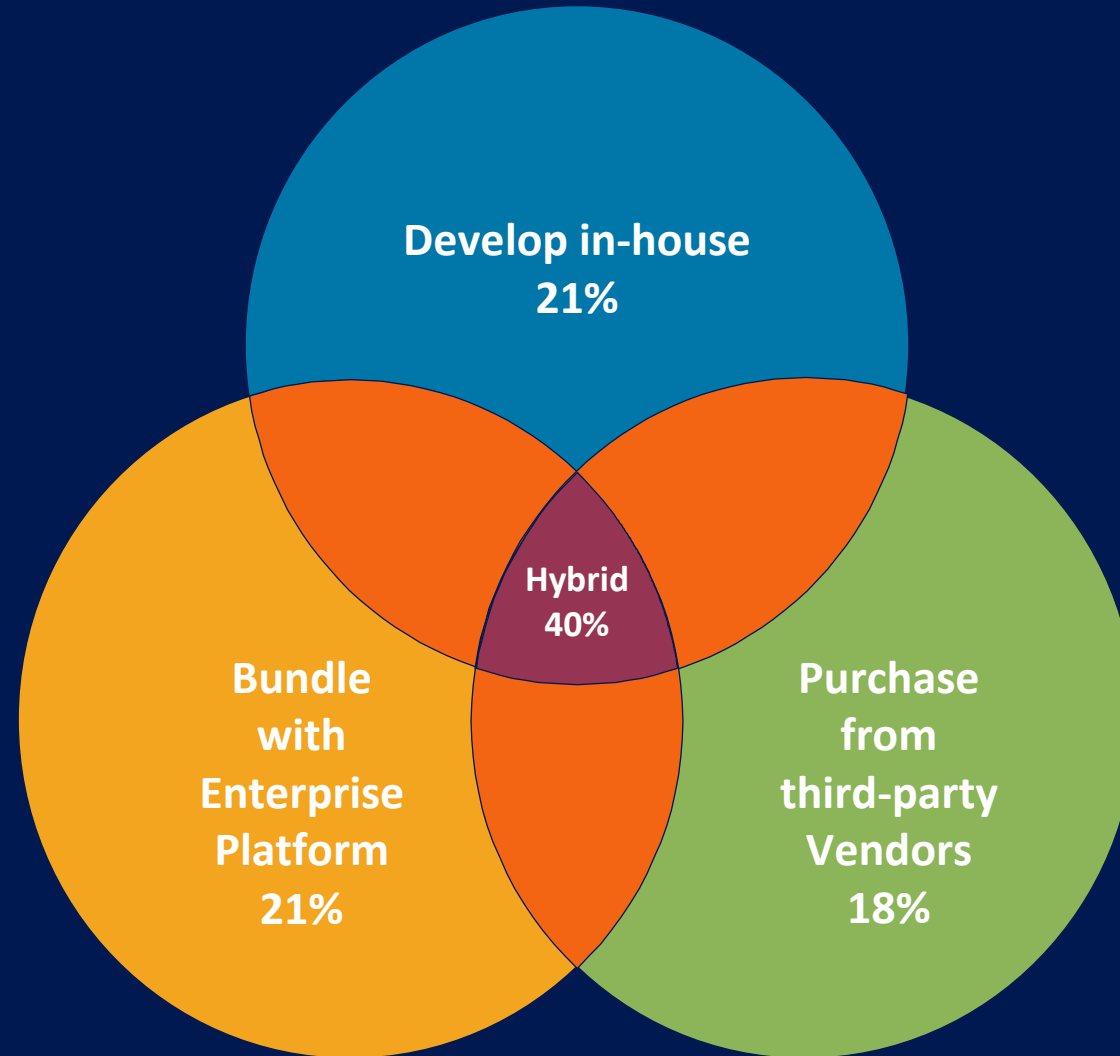


Only about **1/3rd** of the respondents said their organization has dedicated AI teams for deployment

Less than **1/5th** have an “AI Centre of Excellence”

And there is a **+14 pp** increase in the perceived ROI for AI when deployed by dedicated teams or with AI centres of excellence compared to the others (59% instead of 45%)

APPROACHES TO CAPABILITY BUILDING

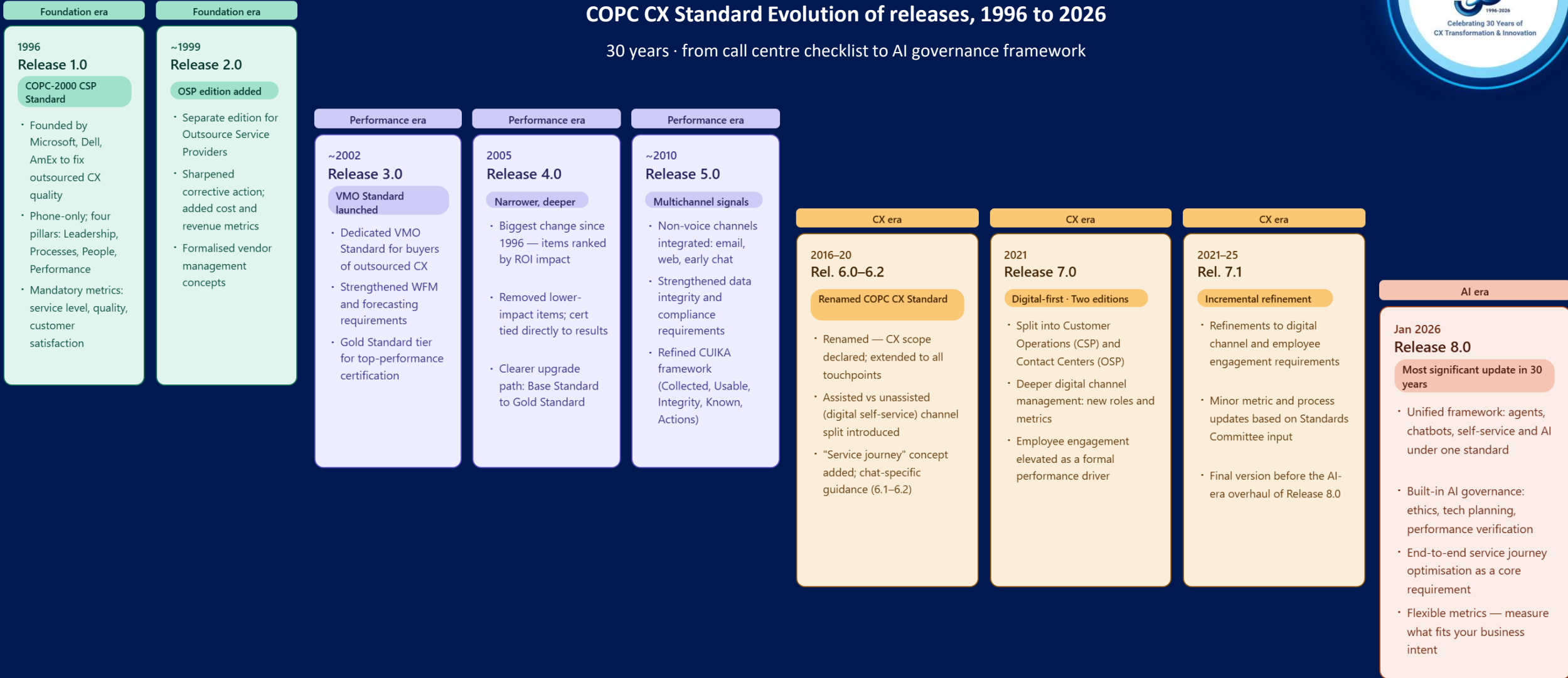


COPC STANDARDS: A HOLISTIC APPROACH FOR THIS DYNAMIC WORLDVIEW



COPC CX Standard Evolution of releases, 1996 to 2026

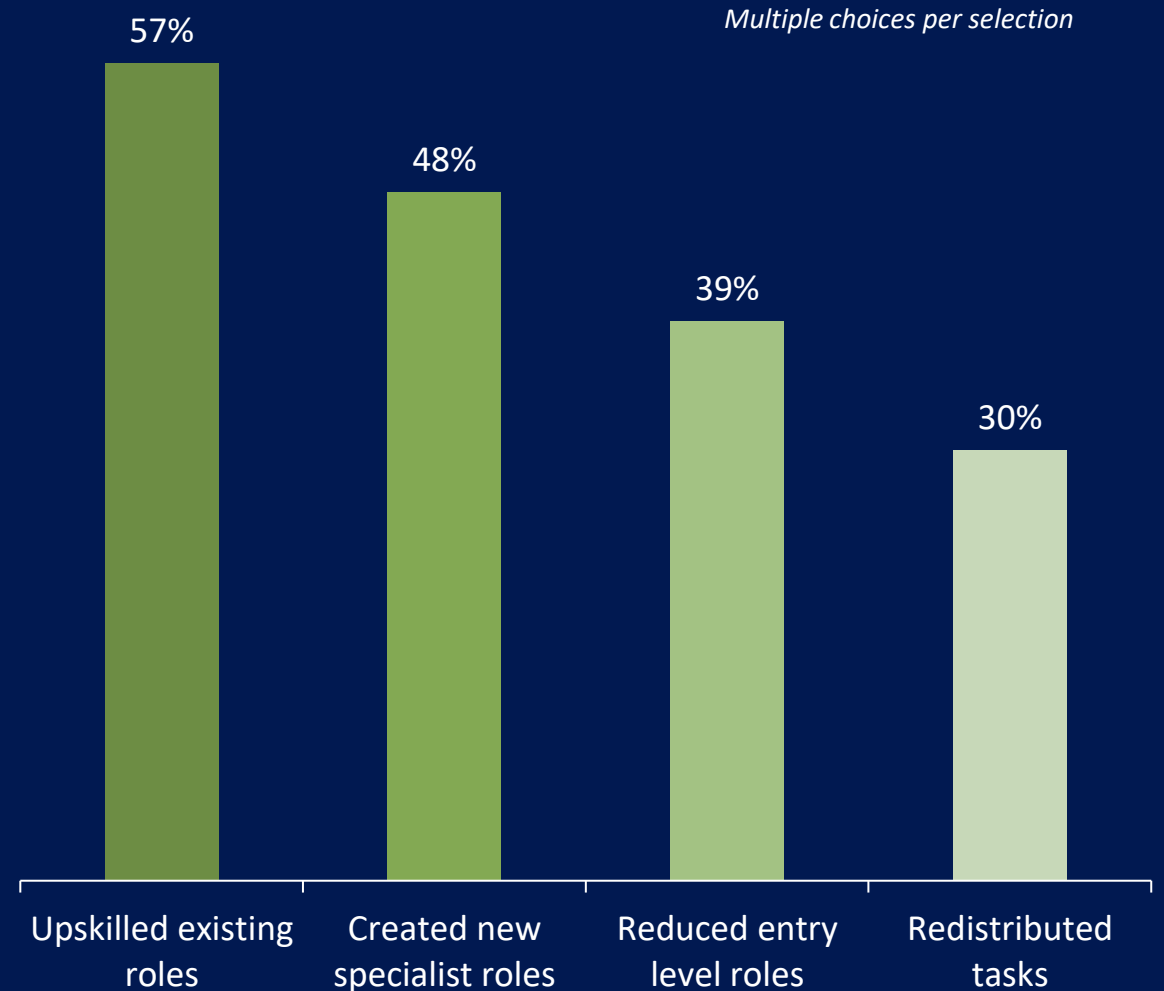
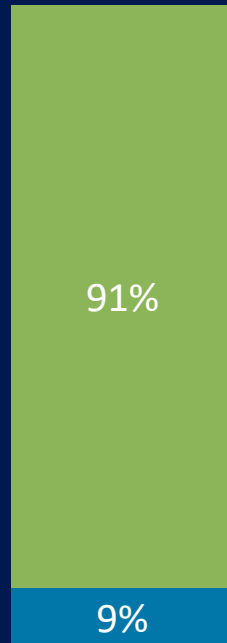
30 years · from call centre checklist to AI governance framework



WHAT ABOUT PEOPLE? – THE CHANGING PERSPECTIVE

Question to practitioners: “Has there been a noticeable impact of AI on workforce skills in the last 12 months?”

■ No ■ Yes



WORK DEFINED IN COPC CX STANDARD R8.0: TASKS + PERFORMERS



Why this shift matters:

- ✓ Workflow Accuracy
- ✓ Automation and AI readiness
- ✓ Training clarity for HITL strategies
- ✓ Performance Measurement
- ✓ Easier tracking

USE CASE OF HUMAN-IN-THE-LOOP

FMEA for deploying Agent Assist AI for two CX operations

Expanded the scope by 170%

| # | Failure Mode | Potential Effect | Potential Cause | S | O | D | RPN | Priority |
|---|---|---|--|----|---|---|-----|----------|
| 1 | AI provides factually incorrect information to agent | Customer receives wrong advice; potential regulatory breach | Model hallucination; stale knowledge base | 9 | 6 | 7 | 378 | Critical |
| 2 | AI solution inaccessible / downtime during peak hours | Agents operate blind; handle time spikes; CSAT drops | API failure; infrastructure outage; rate limiting | 8 | 5 | 4 | 160 | High |
| 3 | Agents bypass AI assist and revert to manual workarounds | AI investment yields no ROI; inconsistent customer experience | Poor UX; distrust of AI; inadequate training | 7 | 7 | 8 | 392 | Critical |
| 4 | AI suggests responses that violate compliance/regulatory policy | Regulatory fines; reputational damage; customer harm | AI not tuned to jurisdiction-specific rules; poor guardrails | 10 | 4 | 6 | 240 | Critical |

1. First page from the initial 17 FMEA from Claude.ai

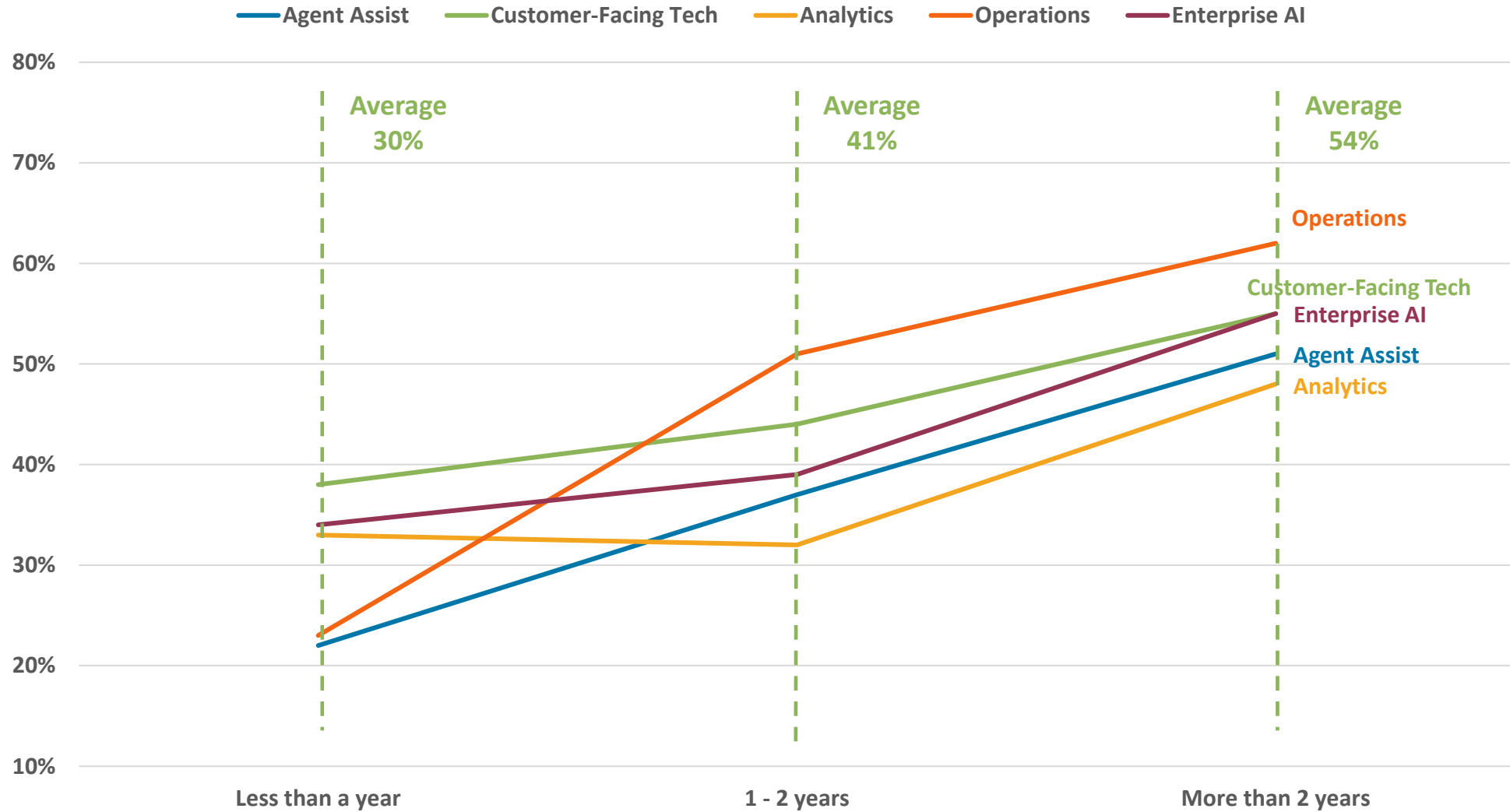
2. Human-In-The-Loop (HITL) – use of Fishbone Diagram for Risk Identification

FMEA Table — Top 15 Failure Modes (sorted by RPN, highest risk first)

| # | Source | Category | Failure Mode | Effect(s) | Root Cause(s) | Current Controls | S | O | D | RPN | Tier | Partner Context | Mitigation Actions |
|-------------------|----------|----------------------|---|--|---|---|-----|-----|-----|-------|----------|---|---|
| O=Original, N=New | | | What could go wrong? | Impact on business / customer | Why would it happen? | What exists today? | Sev | Occ | Det | S-O-D | Priority | A=Partner A, B=Partner B | Recommended actions |
| 1 | Original | People & Process | Knowledge Base staleness — AI retrieves outdated or contradictory content | Agents relay incorrect product/policy information to customers; compliance risk; erodes agent trust in AI | No KB ownership model; no article expiry/review dates; content managed independently by each partner without client oversight | None currently; implicit assumption that KB is maintained | 9 | 8 | 8 | 576 | CRITICAL | Both partners; gap falls between client and partners | <ol style="list-style-type: none"> Assign a named KB owner at the client with quarterly review SLAs Implement article expiry flags in the RAG pipeline — expired articles suppressed until re-approved QA to flag and log AI responses citing KB articles; feedback to KB owner Contractually require partners to surface KB gaps within 48 hours of identifying them |
| 2 | New | Process & Governance | QA sampling does not tag or track AI-assisted calls separately | AI errors attributed to agents; no feedback loop to model team; quality problems invisible; retraining never triggered | QA frameworks not updated at deployment; no requirement placed on partners to flag AI-assisted interactions in QA workflow | None — standard QA sampling blind to AI involvement | 8 | 8 | 9 | 576 | CRITICAL | Both partners equally; governance gap at client level | <ol style="list-style-type: none"> Mandate AI-assisted interaction tagging in CRM/QA system as a go-live prerequisite Create a dedicated QA sampling stream for AI-assisted calls with separate error taxonomy Require partners to report AI-assisted error rates monthly alongside standard QA metrics Establish feedback loop from QA findings to AI |

3. Finalized FMEA using technical inputs and Risk Mitigation Strategies for 15 prioritized risks

IT TAKES ABOUT A YEAR TO PERCEIVE ROI OF AI DEPLOYMENT



CALL TO ACTION

■ # Design Together

No separate approach for AI-native business; but a single, coherent build to bring people and AI together

■ # Design with Purpose

Resolution remains the Northstar and the purpose of the build

■ # Design for the Present as well as for the Future

Agility in practice; build on Malaysia's strengths

■ # Measure the Impact

Translate thought leadership into practice with confidence; drive ROI and impact of AI deployment to business and society



WHAT WE DO

COPC has Six Key Pillars of CX Operational Support



CX IMPROVEMENT CONSULTING

Having a CX plan is one thing, actually executing it is our specialty. We specialize in improving Customer Journeys and Contact Center Performance.



STRATEGIC SOURCING CONSULTING

We create partnerships between our clients and their vendors which are beneficial to both parties.



TECHNOLOGY CONSULTING

We draw on our interdisciplinary knowledge and deep operational expertise to assist clients with technology solutions that deliver real value and help them stay competitive in an ever-changing market.



TRAINING

COPC Inc. offers comprehensive, globally-recognized training courses based on our extensive research, benchmarks, and the COPC CX Standard.



RESEARCH

Employee experience, customer experience, and competitive research to equip your leaders with insights to guide decisions and strategies.



CERTIFICATION

Companies that have been certified by COPC are renowned in their respective industries and demonstrate a commitment to excellence in their operations.





Thank you!



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COPC Inc. is the official knowledge partner of the Contact Centre Association of Malaysia (CCAM)