

CC-APAC AWARDS 2026

Briefing

Host : Contact Centre Association of Malaysia (CCAM)



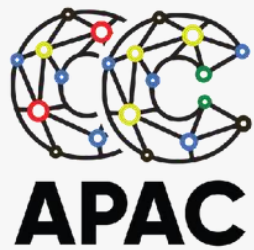


Welcome Speech

MR. VIG SIVALINGAM

President of CCAM

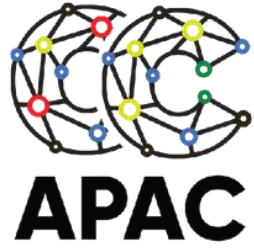




AGENDA

- 01** Introduction
- 02** Regional Awards Guide
- 03** Awards Template
- 04** Support from CCAM
- 05** Q&A

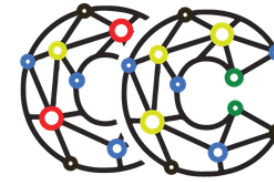




INTRODUCTION

CC-APAC Regional Awards 2026





APAC

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, namely:



Auscontact

The Australian Contact Centre Association



TCCDA

Taiwan Contact Center
Development Association



HKCCA

HONG KONG CUSTOMER CONTACT ASSOCIATION
香港客戶中心協會



CCAM

MAKING CONNECTIONS



中国电子商会

呼叫中心与客户关系管理专业委员会
China Call Center & CRM Association



CCAS

Contact Centre Association of Singapore



Thai Contact Center Trade Association

สมาคมการค้าธุรกิจศูนย์บริการทางโทรศัพท์ไทย



BACCO

Bangladesh Association of Contact Center & Outsourcing



2026 Regional Awards Committee



Vigneswaran Sivalingam



Robin Chen

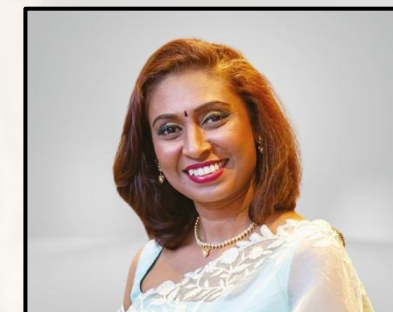


Fatimah Hussein

Secretariat



Jamuna Imee Ramanadan



Sujatha Balakrishnan



CC-APAC Regional Awards & Symposium 2026

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

The CC-APAC Regional Awards & Symposium includes :-

- CC-APAC's Regional Awards
- Awards Presentation Night & Dinner
- 2-days Asia Pacific's leading Customer Experience Summit (CX Summit)

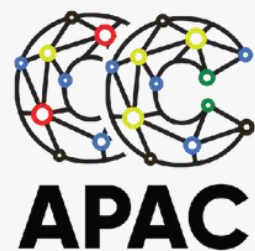


25 and 26 November 2026



Sunway Resort Hotel, Kuala Lumpur





REGIONAL AWARDS GUIDE



AWARDS CATEGORIES



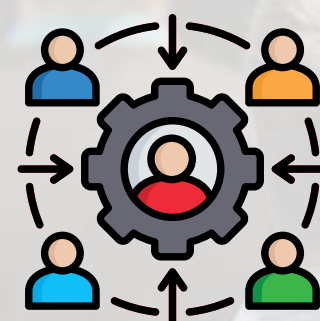
Contact Centre Operations



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.

CATEGORIES

NOMINEES

THE BEST CONTACT CENTER OPERATIONS



THE BEST BUSINESS CONTRIBUTION



THE BEST CUSTOMER EXPERIENCE



THE BEST EMPLOYEE ENGAGEMENT



THE BEST TECHNOLOGY INNOVATION



TIMELINE



AWARDS PROCESS

NOMINEE LOGIN CREDENTIALS

Participants are pre-registered and will receive login access to the awards portal.

NOMINEE ASSESSMENT

Nominees begin the assessment process and complete their submission in the portal.
(i.e 25 min video submission)

NOMINEE INTERVIEW SESSION

Judges evaluate and score the submissions in the portal during the interview session.
(Video Presentation and Q&A)

JUDGING & INTERVIEW PROCESS

1. INTERVIEW FORMAT

Conducted via Zoom
25 mins – Video Presentation
20 mins – Q&A

2. TEAM COMPOSITION

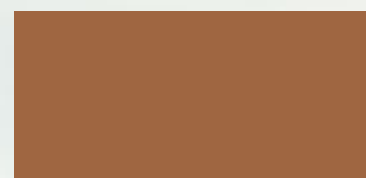
Maximum 5 participants
(2 presenters + 3 supporting members)

3. JUDGE PANEL

Minimum 3 judges from CC-APAC Associations



SCORE CARD



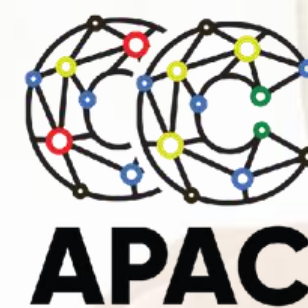
BRONZE

55 - 64



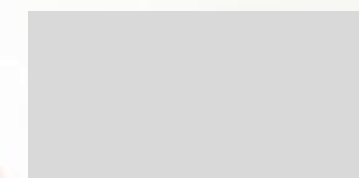
SILVER

65 - 74



GOLD

75 - 84



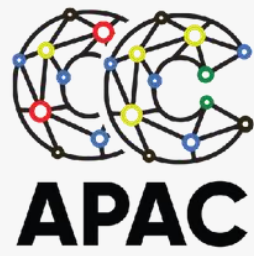
PLATINUM

85 - 100

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

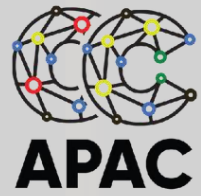
SCORE CARD

NO	PARAMETER	WEIGHTAGE (%)
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%



AWARDS TEMPLATE





SCORE CARD PARAMETERS



Q1. Background

Please explain the background and analysis of the program, such as business opportunities, corporate strategy, customer demands, market risks or challenges.

SCORE CARD PARAMETERS (cont'd)

Q2. Data Analytics

1. Data Analysis should be relevant to the background. 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

SCORE CARD PARAMETERS (cont'd)

Q3. 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.

SCORE CARD PARAMETERS (cont'd)

Q4. Creativity

- 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.

SCORE CARD PARAMETERS (cont'd)

Q5. 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.



SCORE CARD PARAMETERS (cont'd)



Q6. Key Responsibilities

Please describe the role and responsibilities of the contact centre and partners in the implementation of this improvement / project / program.

SCORE CARD PARAMETERS (cont'd)

Q7. 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

SCORE CARD PARAMETERS (cont'd)

Q8. 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.

SCORE CARD PARAMETERS (cont'd)

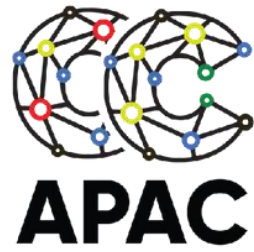
Q9. Results & Achievements

- 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.

SCORE CARD PARAMETERS (cont'd)

Q10. Additional Information

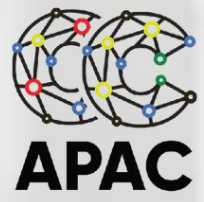
- Please provide any additional information as evidence of the execution of this improvement / project / program (include photos, video, or related documents).
- For the Best Operations, you may need to include your contact centre infrastructure.



SUPPORT FROM CCAM



1. Advisory on submission content
2. Feedback on video presentation



Q & A



THANK YOU & ALL THE BEST TO CHAMPIONS

CC-APAC REGIONAL AWARDS 2026

