CC-APAC AWARDS 2026 BRIEFING

Host : Contact Centre Association of Malaysia (CCAM)



WELCOME & INTRODUCTION

PN. FATIMAH HUSSEIN

CC-APAC Awards Chair



AGENDA

01 Introduction

02 Regional Awards Guide

03 Awards Template

04 Judging Session

05 CC-APAC Portal

06 Q&A



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

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icca INDONESIA
Contact Center Association

CNCCA
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

TCCTA
Thai Contact Center Trade Association
สมาคมการค้าธุรกิจศูนย์บริการทางโทรศัพท์ไทย

BACCO
Bangladesh Association of Contact Center & Outsourcing

2026 Regional Awards Committee



Robin Chen



Fatimah Hussein

Secretariat



Jamuna Imee Ramanadan



Sujatha Balakrishnan

CC-APAC Regional Awards & Symposium 2026

24, 25 and 26 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 Awards & Symposium includes :-

- CC-APAC's Regional Awards
- CC-APAC Delegation Site Visit
- Awards Presentation Night & Dinner
- 2-days CC-APAC Symposium



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REGIONAL AWARDS GUIDE

CC-APAC Regional Awards 2026

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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 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

Nomination of Judges from Member Countries

18 June – 8 August

Launch of CC-APAC Regional Awards

24 Apr

Awards Briefing

14 Oct

Regional Awards Nominations & Registration

**by member country*

2 Sept – 9 Oct

Commencement of **Virtual Judging** Session

16 – 18 Nov

Video Submissions

26 Oct – 13 Nov

April – November : Communication & Awareness

Symposium / CX Summit

25 - 26 Nov

Site Visits / CC=APAC Leaders Meeting

24 Nov



MANJA

CC-APAC Regional Awards Dinner

25 Nov

AWARDS PROCESS

PARTICIPANT LOGIN CREDENTIALS	PARTICIPANT ASSESSMENT	PARTICIPANT INTERVIEW SESSION
Participants are pre-registered and will receive login access to the awards portal. *(26 Oct onwards)*	Participant begin the assessment process and complete their submission in the portal. *(25 min video submission)*	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

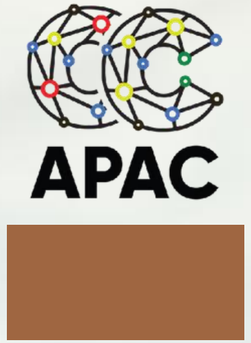
2. TEAM COMPOSITION

Maximum 5 participants
(2 presenters + 3 supporting members)

3. JUDGE PANEL

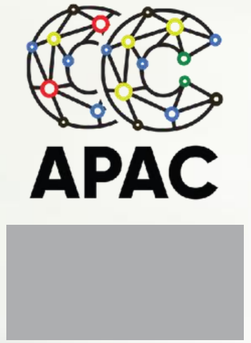
Minimum 3 judges from CC-APAC Associations

SCORE CARD



BRONZE

55 - 64



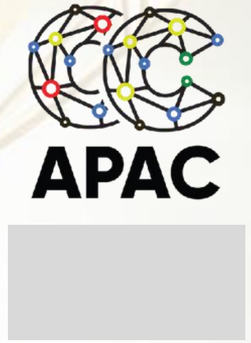
SILVER

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%**

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AWARDS TEMPLATE



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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.

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JUDGING SESSION



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VIRTUAL JUDGING SESSION

- **Date:** 16–18 November 2026
- **Time:** 8:00 am – 6:00 pm *(Malaysia Time / GMT+8)*
- Interviews will be conducted **virtually via Zoom**
- Interview schedules will be **finalised by 30 October 2026**
- For participants competing in **more than one category, CCAM will coordinate the schedule to avoid any clashes**
- Judge panels will comprise representatives from **other CC-APAC member associations**

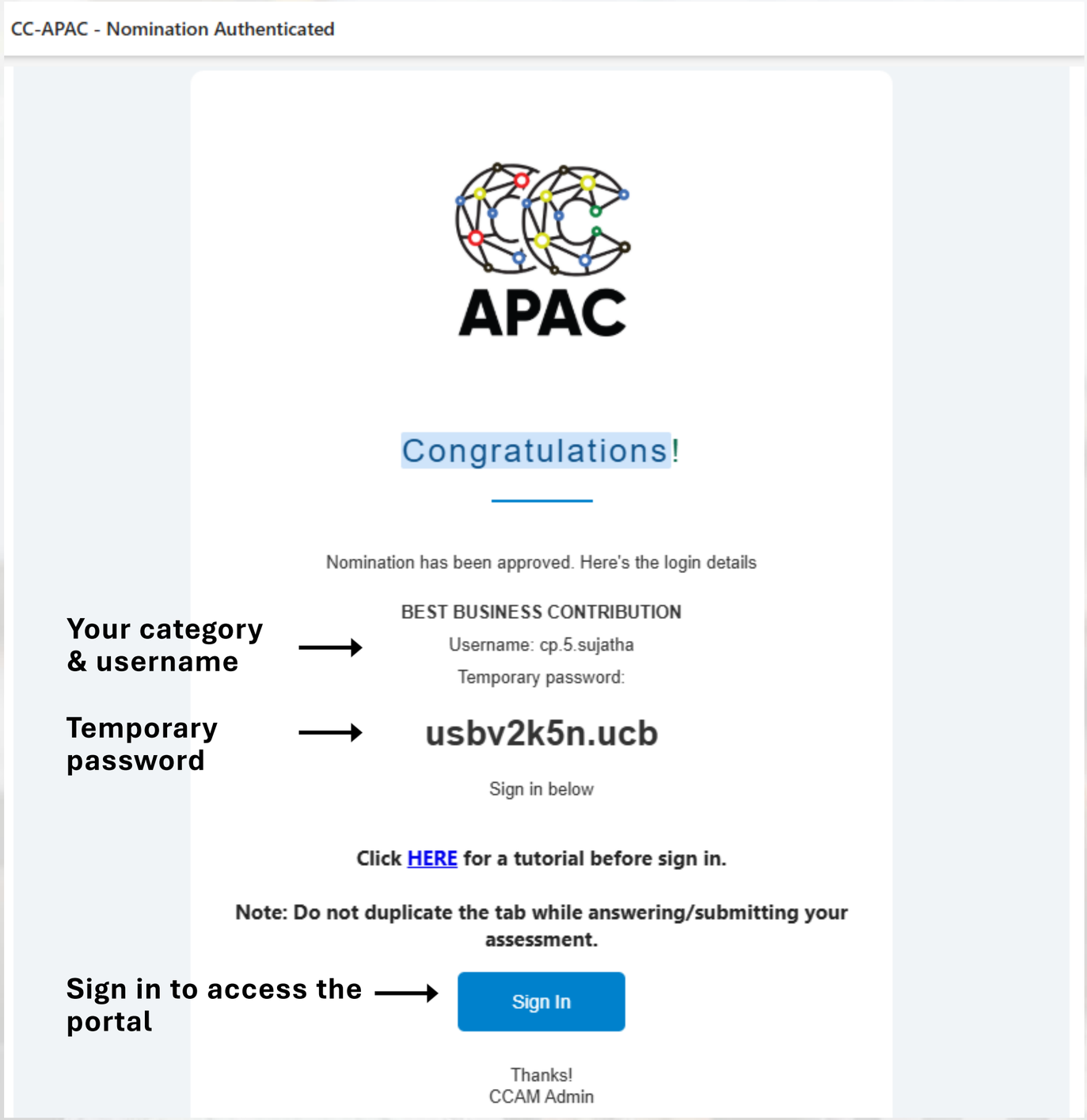
Q&A Tips

- **20 minutes** allocated for Q&A with **3 judges**
- Keep responses **clear, concise and to the point**
- Allow sufficient time for **all 3 judges to ask questions**
- Be prepared to support your answers with **facts, results and examples**

CC-APAC PORTAL

Sujatha Balakrishnan
CC-APAC Awards Coordinator





Your category & username →

Temporary password →

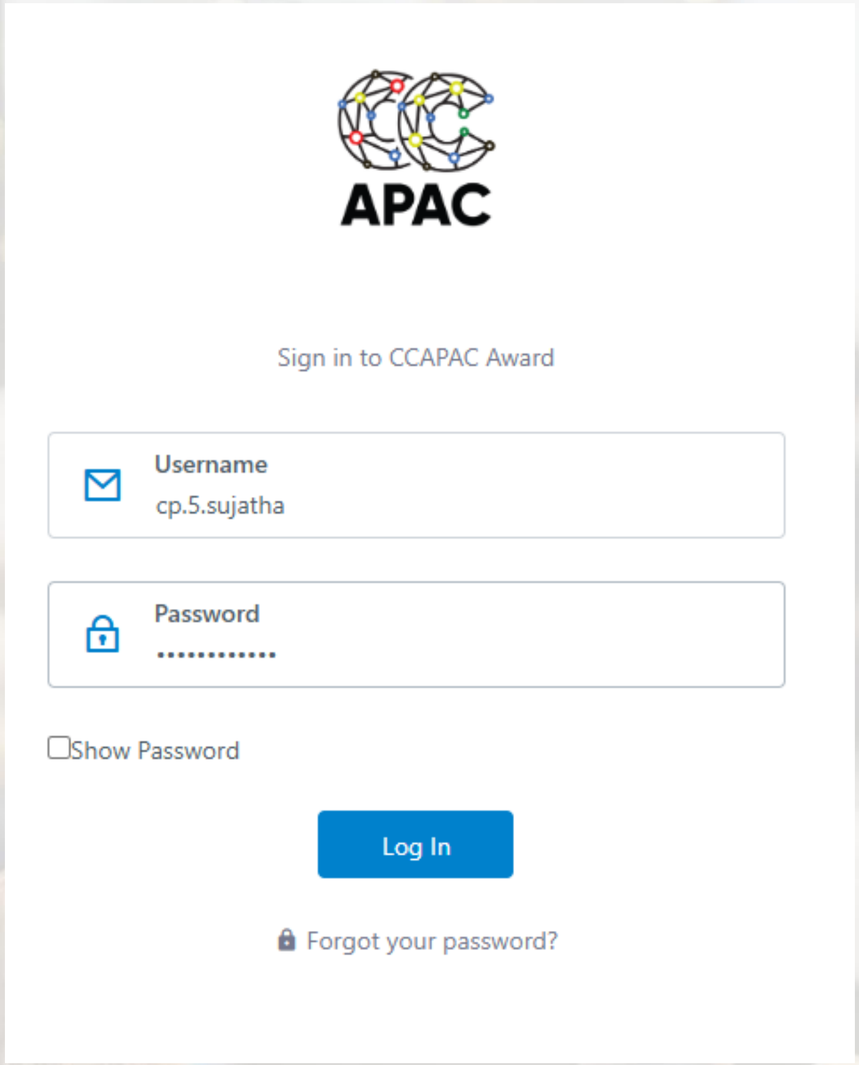
Sign in to access the portal →

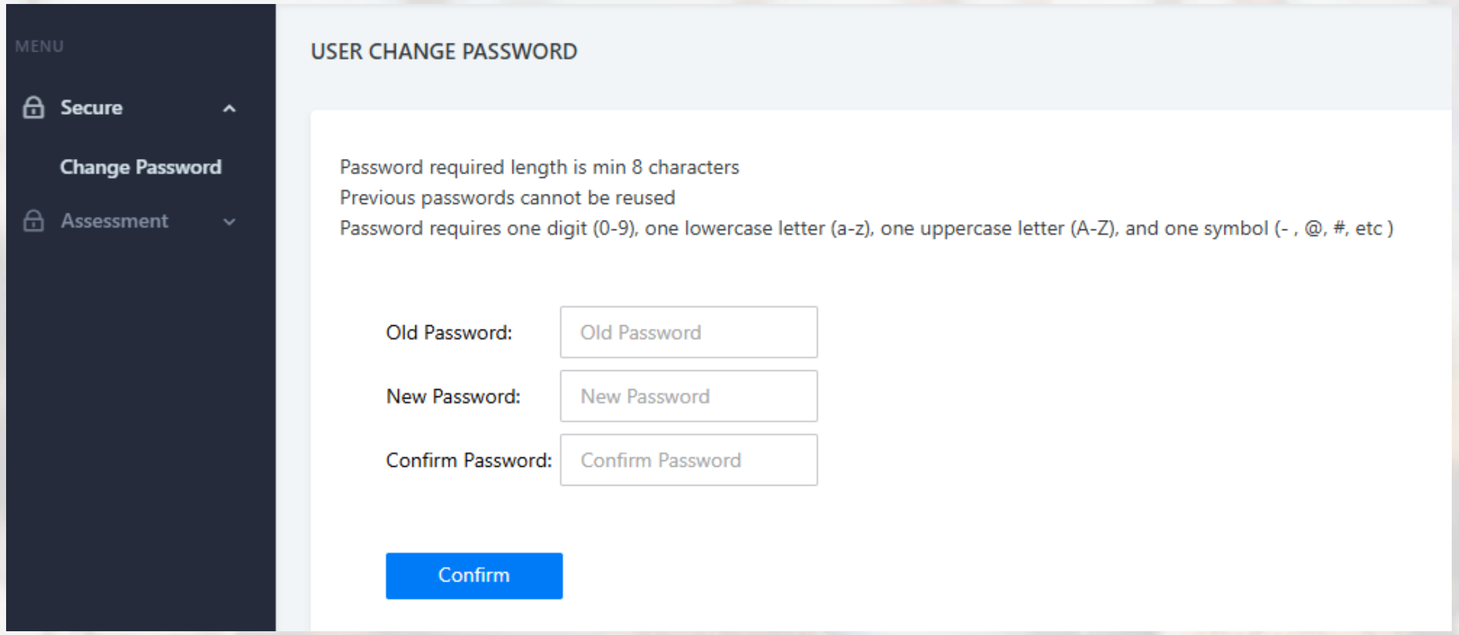
You will receive an email from **ccapac@ccam.org.my** from **21 October 2026** onwards.

If you have not received the email by the specified date, please contact **ccapac@ccam.org.my** so we can check and assist you.

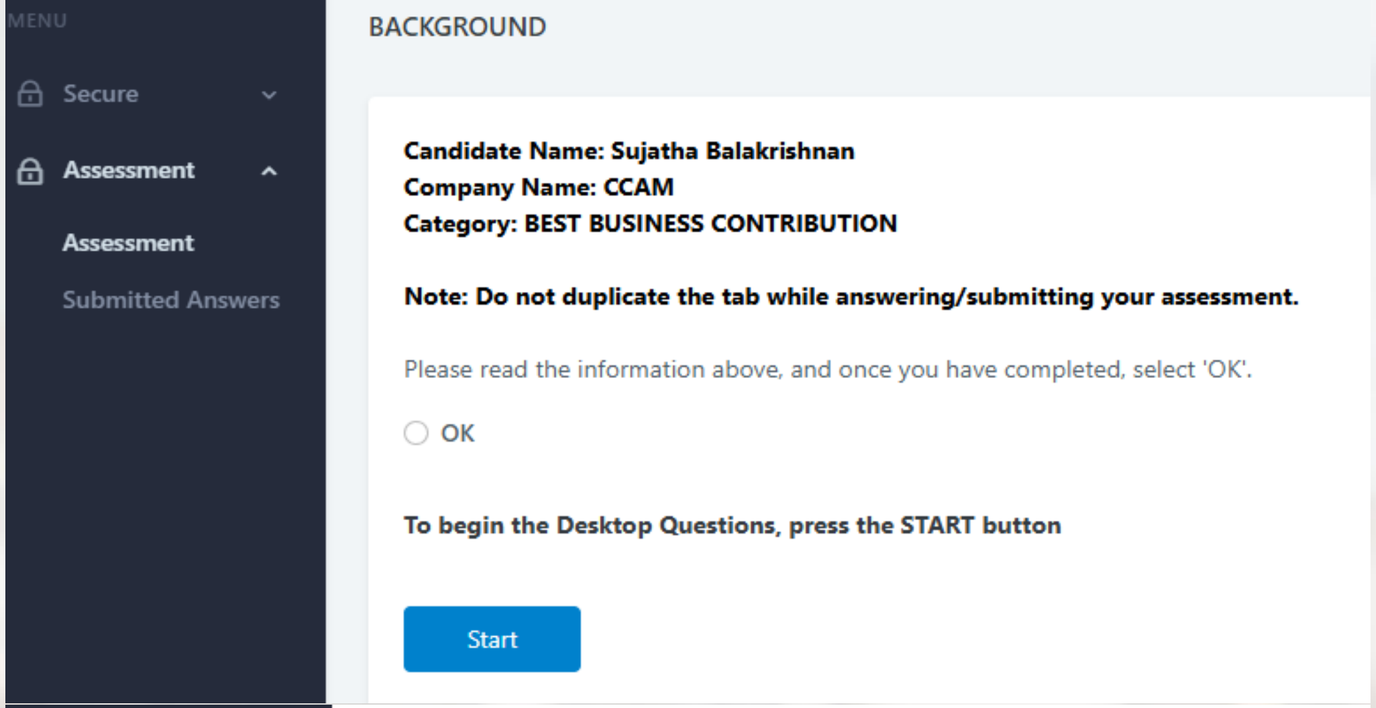
Once you receive the email, please **log in to the portal immediately** to ensure that your access is working and that there are no issues with your login credentials.

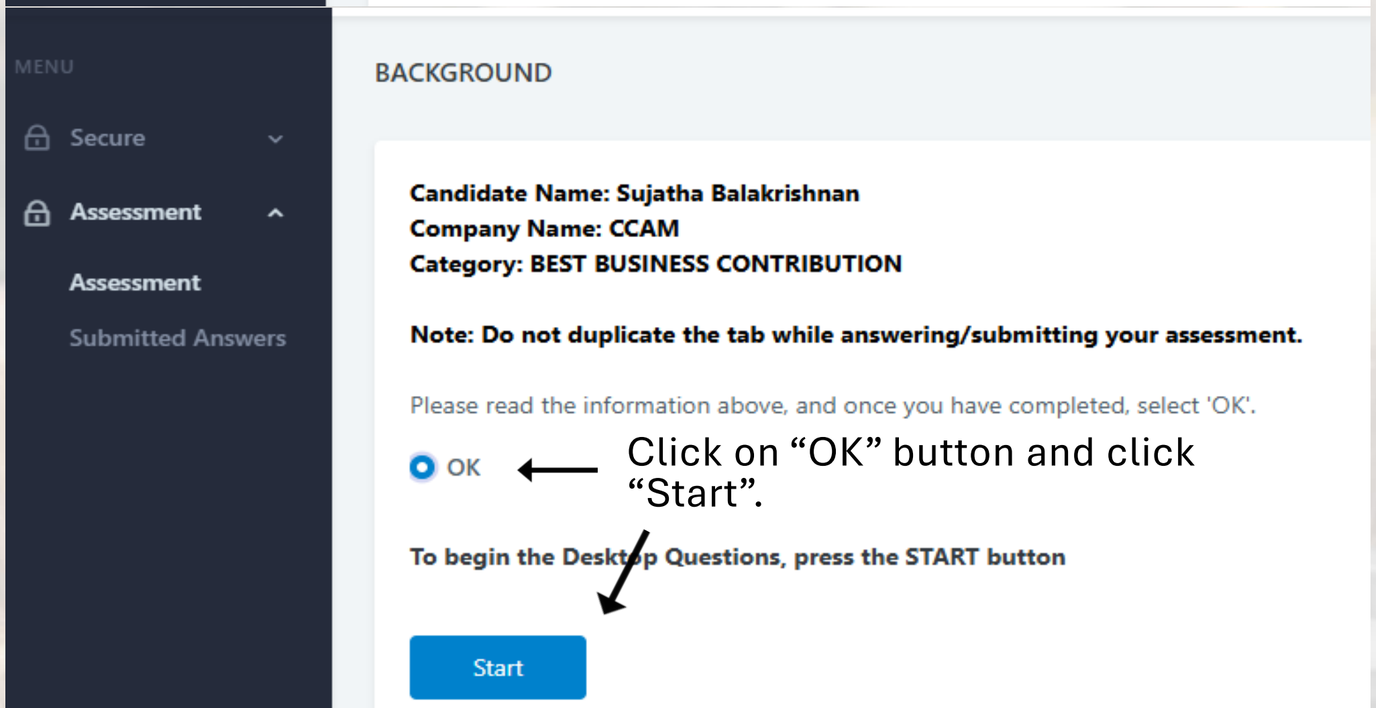
If you face any problems accessing the portal, please let us know as soon as possible so we can resolve them before the submission deadline.

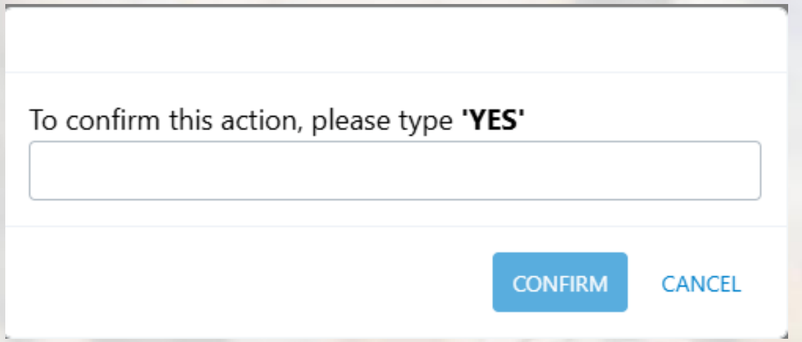


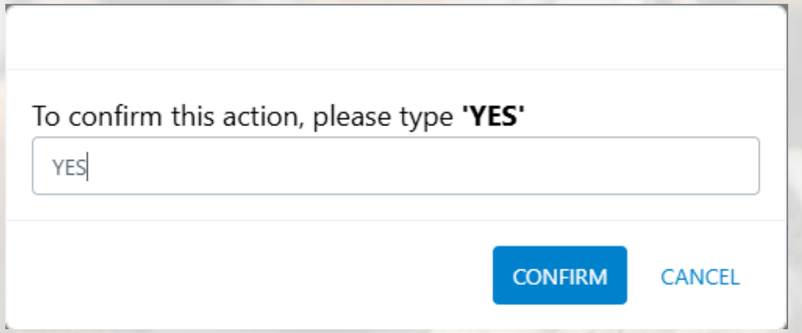


You will be required to change your password.
Password requirements : Password must contain a minimum of 1 uppercase character and 1 special character.


MENU
Secure
Assessment
Assessment
Submitted Answers
BACKGROUND
Candidate Name: Sujatha Balakrishnan
Company Name: CCAM
Category: BEST BUSINESS CONTRIBUTION
Note: Do not duplicate the tab while answering/submitting your assessment.
Please read the information above, and once you have completed, select 'OK'.
OK
To begin the Desktop Questions, press the START button
Start


MENU
Secure
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Please read the information above, and once you have completed, select 'OK'.
OK
Click on “OK” button and click “Start”.
To begin the Desktop Questions, press the START button
Start


To confirm this action, please type 'YES'
CONFIRM
CANCEL


To confirm this action, please type 'YES'
YES
CONFIRM
CANCEL

Candidate Name: Sujatha Balakrishnan
Company Name: CCAM
Category: BEST BUSINESS CONTRIBUTION

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



QUESTION 1/10

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

Maximum 3000 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

File	File Size	
No data to display		

Video Link: https://...

At this video link, please paste the link of your video that has been prepared and uploaded in your media centre i.e youtube, dropbox

Please input your comment.

You may input your comments/answers for this question in this column.

3000/3000characters remaining.

Click “Save” to proceed to next question.

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.

SAVE

QUESTION 1/10

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

Sample of a completed question.

Select multiple files... Browse...

Upload

File	File Size	
CC-APAC REGIONAL AWARDS.jpg	120 KB	Delete
20260625_022_CCAM_CRM_Word.pdf	634 KB	Delete
CCAM_CR022_UAT_SignOff_V1.0.pdf	355 KB	Delete

Video Link: https://www.youtube.com/watch?v=zYFhvnRMWbY&t=2s

sample

2993/3000characters 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.

SAVE

DESKTOP SUBMISSION

Candidate Name: Sujatha Balakrishnan
Company Name: CCAM
Category: BEST BUSINESS CONTRIBUTION

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

QUESTION 2/10

Data Analysis should be relevant to the background.

Please include data analysis including tables or graphics, as supporting information of the call center operations / project / program:

- Type of Customers
- Type of Services
- Channel of Services

Select multiple files... Browse...

Upload

File	File Size	
No data to display		

Video Link: https://www.youtube.com/watch?v=VFazlmfg5Xs&list=RDVFazlmfg5Xs&start_radio=1 ← Your video link is already saved in all questions.

Please input your comment.

0/3000characters 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.

BACK SAVE

QUESTION 10/10

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.

Select multiple files... Browse...

Upload

File	File Size	
No data to display		

Video Link: https://www.youtube.com/watch?v=VFazImfg5Xs&list=RDVFazImfg5Xs&start_radio=1

Please input your comment.

0/3000characters 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.

BACK END

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

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

Assessment Summary

Candidate Name: Sujatha Balakrishnan

Company Name: CCAM

Category: BEST BUSINESS CONTRIBUTION

Downloads

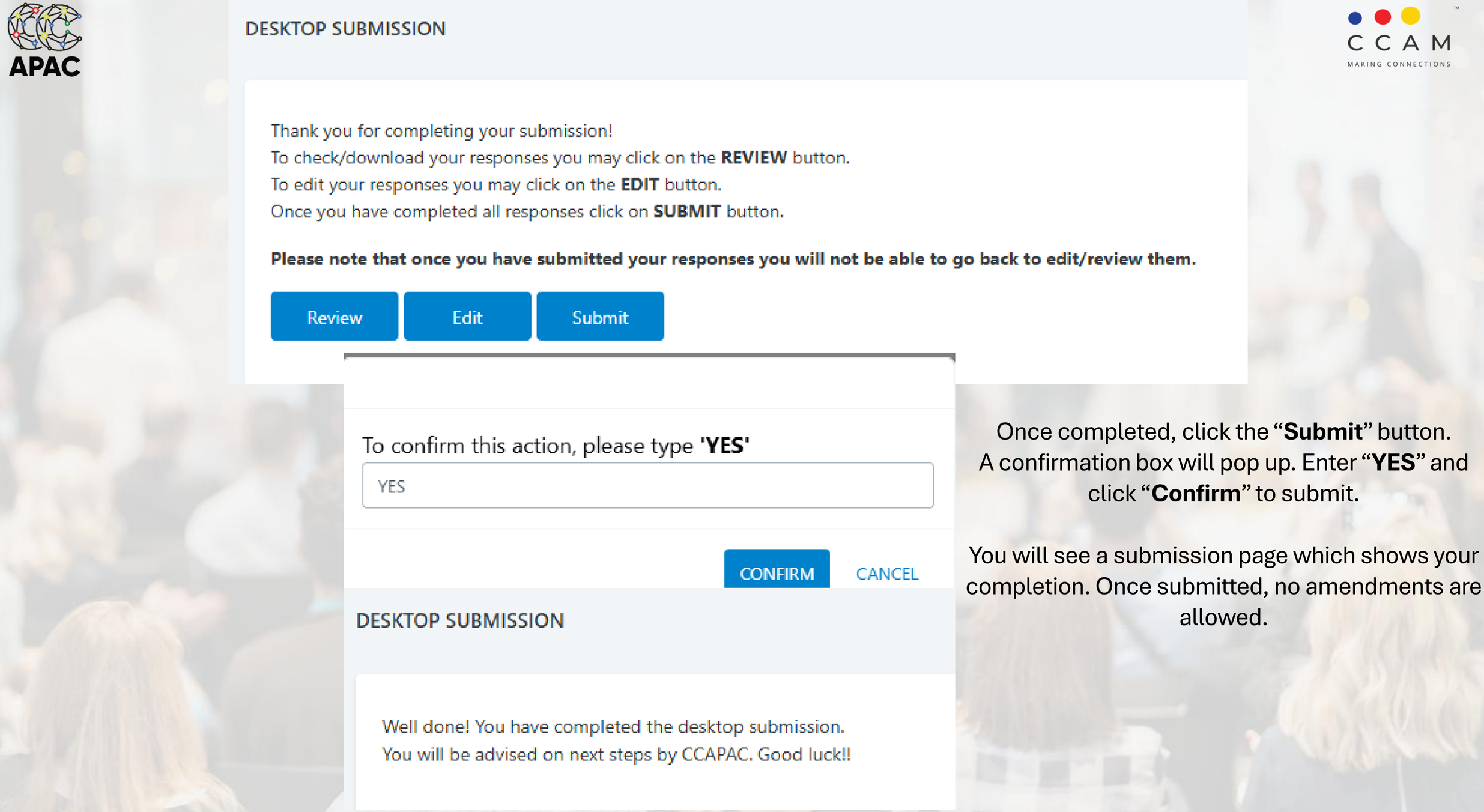
Assessment_12_10_2026 11_03_14.pdf

Open file

No	Question	VideoLink	Answer	FileName
1	Please explain the background and analysis of the program, such as business opportunities, corporate strategy, customer demands, market risks or challenges.	https://www.youtube.com/watch?v=zYFhvnRMWbY&t=2s	sample	CC-APAC REGIONAL AWARDS.jpg|20260625_022_CCAM_CRM_Word.pdf|CCAM_CR022_UAT_SignOff_V1.0.pdf
2	Data Analysis should be relevant to the background.Please include data analysis including tables or graphics, as supporting information of the call center operations / project / program: • Type of Customers • Type of Services • Channel of Services • Volume • Past Performance • Other related and relevant data.	https://www.youtube.com/watch?v=VFazlmfg5Xs&list=RDVFazlmfg5Xs&start_radio=1		-
3	Please describe the key objectives and targets as achievements for the successful execution of this project.• It should be relevant to contact centre and relevant to your customers.	https://www.youtube.com/watch?v=VFazlmfg5Xs&list=RDVFazlmfg5Xs&start_radio=1		-
4	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 center, business objective and customers.	https://www.youtube.com/watch?v=VFazlmfg5Xs&list=RDVFazlmfg5Xs&start_radio=1		-

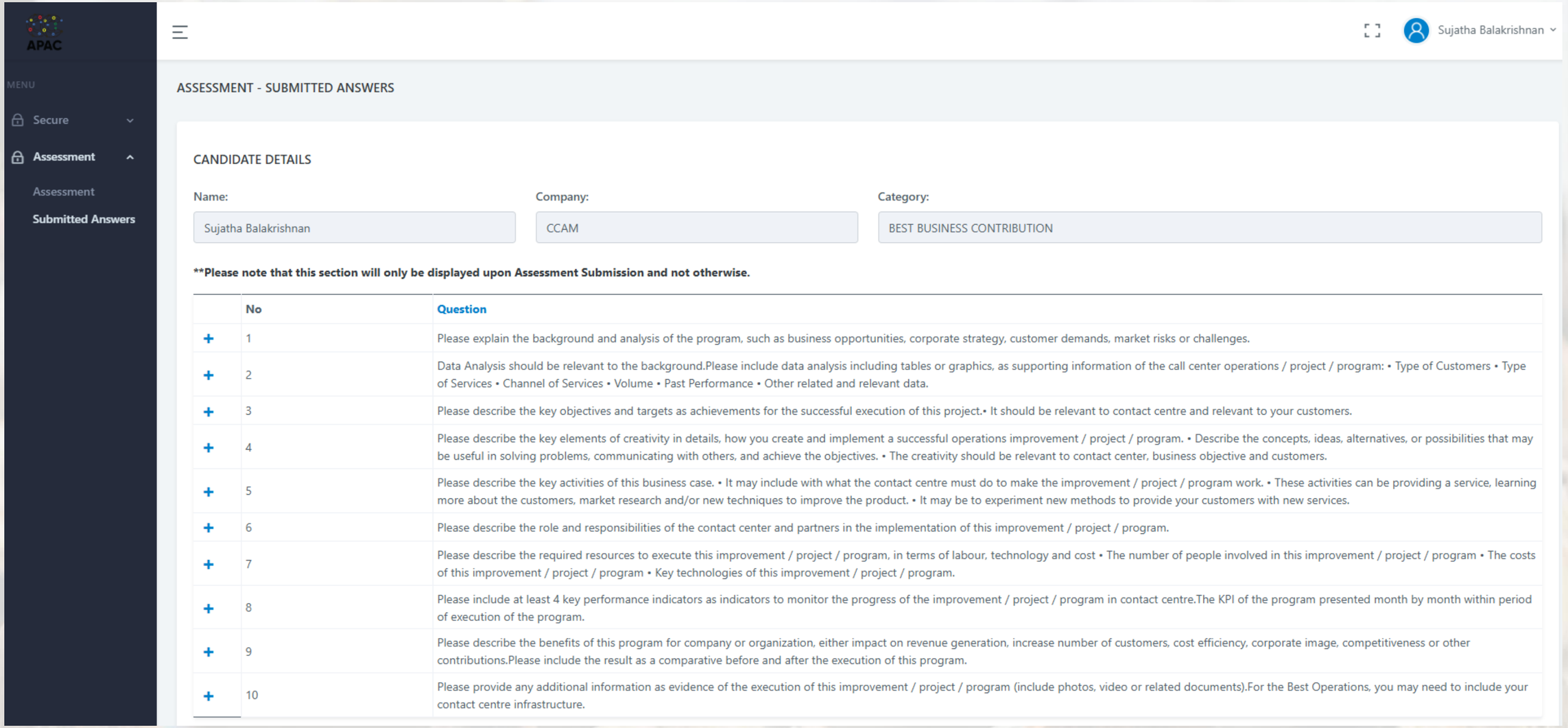
You will see the Review page.
Click on the "**Review**" button once you completed your questions.

The system will generate a PDF file that is downloaded to your folder.
It includes your answers for your review.



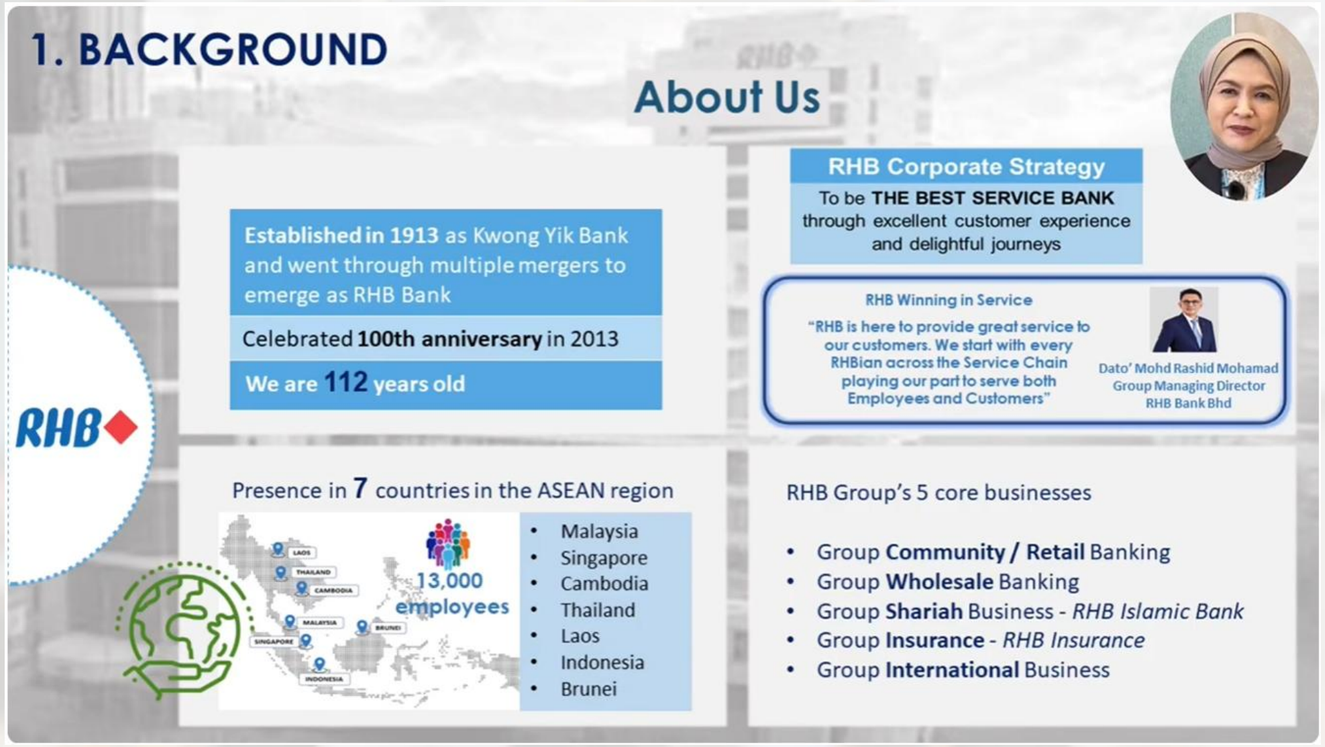
Once completed, click the "**Submit**" button. A confirmation box will pop up. Enter "**YES**" and click "**Confirm**" to submit.

You will see a submission page which shows your completion. Once submitted, no amendments are allowed.



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

SAMPLE VIDEO





Q & A



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Truly Asia

THANK YOU
&
ALL THE BEST TO THE CHAMPIONS

CC-APAC REGIONAL AWARDS 2026

