

MAKING CONNECTIONS

CCAM NEWSLETTER - VOL 14

www.ccam.org.my

NCCC 2026
Building with Purpose

Building Together: AI and People,
One Coherent Approach for Malaysia

Launch of CC-APAC Regional Awards
& Symposium 2026

CC-APAC Leaders' Talk Series

ABOUT CCAM

The Contact Centre Association of Malaysia (CCAM) was inaugurated in September 1999. Since then, it has been at the forefront of developing the local CRM and contact centre industry in Malaysia. It serves as a strategic think-tank, an educational platform, and a progressive establishment dedicated to continuously elevating the caliber of industry professionals. CCAM operates out of its headquarters in Kelana Jaya.

At its core, CCAM is focused on creating meaningful membership value, driving industry development, and contributing to nation building. These pillars guide its initiatives and reinforce its role as a key enabler in shaping Malaysia's customer experience and contact centre landscape.

Malaysia possesses admirable infrastructure, a strong economic environment, an affordable yet high-value human resource base, a stable socio-political climate, robust government initiatives, and a host of customized investment incentives—positioning it as one of the most attractive global hubs in the region.

In its efforts to further elevate the Malaysian industry and strengthen capabilities across the ecosystem, CCAM has embarked on an exciting roadmap to advance the industry into its next phase. This includes empowering its members to become globally competitive through a series of skills enhancement, certification, and knowledge development programmes.

The primary aim of CCAM is to deliver tangible benefits to its members across areas such as professional development, research and innovation, statistical insights, and Malaysia-specific growth resources—ensuring sustained progress for both the industry and the nation.



Message from CCAM President



Vigneswaran Sivalingam
President of CCAM
Protem Chairman of CX Malaysia

Building with Purpose. Together.

As we conclude the second quarter of 2026, I find myself reflecting on a simple but important question: What defines the success of an industry association?

- Is it the number of events we organise?
- The partnerships we announce?
- Or the financial reserves we build?

While each of these has its place, I believe the true measure of success lies elsewhere. It is found in the value we create for our members, the progress we enable for our industry, and the contribution we make towards Malaysia's future.

This philosophy has guided much of CCAM's work over the past year. Whether it is advocating on matters that affect our industry, investing in a research based National Strategic Initiative, strengthening collaboration & partnerships, expanding capability development, or preparing Malaysia to play a greater leadership role within the Asia-Pacific region, our purpose has remained consistent—to create meaningful and lasting value for our members and for the industry we collectively represent.

At this year's National Contact Centre Conference, and again during our Annual General Meeting, I shared a message that I believe captures the direction of our Association:

Building with Purpose. Together.

These are more than words. They represent a commitment. Building with purpose means being intentional in every decision we make. It means ensuring that every initiative supports industry development, every partnership delivers measurable outcomes, and every investment contributes towards stronger capabilities, greater innovation and a more competitive Malaysia. It also means recognising that the future of CCAM cannot be built by the Executive Committee alone.

As a membership-led association, our greatest strength has always been the willingness of our members to contribute their ideas, expertise and leadership. Through our Working Committees, industry programmes and collaborative initiatives, we have seen more professionals stepping forward to serve. That spirit of volunteerism is what transforms an association into a true industry movement.

As we prepare for the year ahead, I encourage every member to continue challenging us, contributing to our initiatives and helping shape the next chapter of CCAM. Progress depends not on maintaining the status quo, but on continuously asking how we can do better—for our members, for our industry and for our country.

The months ahead will bring exciting opportunities. We will continue advancing industry research, strengthening advocacy, developing talent, deepening strategic partnerships and preparing to host the CC-APAC Regional Awards before assuming the CC-APAC Chairmanship. These milestones are important, but they are not the destination. They are opportunities to strengthen Malaysia's position as a regional leader in Customer Experience, Contact Centres and Global Business Services.

As our industry embraces Artificial Intelligence and new technologies, one principle remains unchanged: our greatest competitive advantage will always be our people. Technology will continue to transform how we work, but leadership, collaboration, trust and purpose will continue to define who we are.

On behalf of the Executive Committee, thank you for your continued confidence, partnership and support. Together, let us continue building an Association that creates value, develops leaders, influences the future of our industry and contributes meaningfully to Malaysia.

Let us continue Building with Purpose. Together.



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CCAM

MAKING CONNECTIONS

Q2-2026 EVENTS





Reflecting on the Future of AI-Powered Customer Experience with Zoom

9 April 2026 | Le Méridien Kuala Lumpur



Sincere appreciation to Zoom for delivering an engaging roundtable session on 9 April 2026, and for continuing their journey as CCAM's Association Partner. The session brought together CX leaders to explore how artificial intelligence is reshaping customer expectations and the future of customer experience. A recent Zoom-commissioned study highlighted that 78% of Malaysian AI natives expect businesses to offer AI-powered chatbots or virtual agents, while still valuing the option to connect with a human when it matters most.

The discussion explored how organisations can harness AI to deliver faster, smarter and more connected customer experiences without compromising the empathy and trust that only people can provide. Participants also learned the importance of breaking down organisational silos, empowering employees with AI-driven tools, and creating seamless customer journeys that balance automation with meaningful human interaction.

We thank Zoom for their continued partnership, thought leadership and commitment to advancing customer experience excellence in Malaysia. We also thank everyone who joined us for another valuable knowledge-sharing session as we continue to shape the future of AI-powered customer experience together.

Building a Resilient Contact Centre in Malaysia: A Real-World Continuity Story

How AI is Redefining Customer Success?

In the era of agentic service, customer expectations for speed and accuracy have reached a tipping point. Recent data shows that 85% of CX professionals expect customers to abandon their brand if their problem isn't fixed immediately during the first contact.

Learn what that shift looks like in practice: how service roles are evolving, what it takes to build an AI-ready knowledge foundation, and why the organisations seeing the greatest return from AI are the ones chasing growth — not just efficiency.

Key items discussed in this session included :

- What constitutes "failure" interactions and how to automate them to prioritize high-value engagement.
- Why structured knowledge is the critical "map" that allows AI to execute complex tasks with precision.
- How high-performing organizations are able to see significant profit by focusing AI on innovation over just cost-cutting.

To watch the recording, click [HERE](#).



CCAM INDUSTRY EXCELLENCE AWARDS 2026

Awards Journey



The Road to Awards Night 2026 Has Begun

The countdown is on.

From April to June, the **CCAM Industry Excellence Awards 2026** moved into full swing — bringing together participants, nominees, coaches, judges and committee members in an exciting build-up towards one of the industry's most anticipated nights of the year.

Across this period, CCAM conducted at **least eight Round 1 and Round 2 coaching sessions**, guiding participants through the Awards journey — from submission expectations and judging criteria to presentation preparation and interview readiness. These sessions were more than just briefings; they were part of the preparation that helped participants sharpen their stories, strengthen their submissions and bring their achievements forward with confidence.

From **29 April to 22 May 2026**, participants completed their **Round 1 submissions**, showcasing the work, results, innovation and impact delivered within their organisations. The momentum continued with the **judges' online evaluation from 9 to 23 June 2026**, where entries were reviewed against the category criteria — bringing participants one step closer to the spotlight at **Awards Night 2026**.

With Round 1 completed, all eyes now turn to the **Round 2 Presentation and Interview sessions**, commencing from **2 July 2026 onwards**. This is where shortlisted participants will bring their submissions to life, share the stories behind their success and showcase the passion, performance and people behind their achievements.

All roads now lead to the **CCAM Industry Excellence Awards Dinner 2026**, taking place on **26 September 2026**.

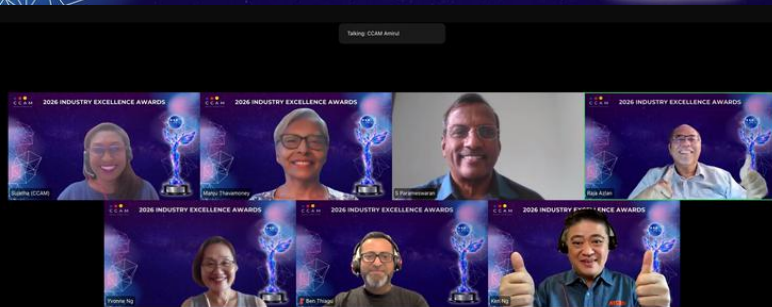
More than a dinner, it will be a night of celebration, recognition and industry pride — where Malaysia's contact centre and customer experience excellence takes centre stage. The stage is being set, the momentum is building, and the industry is getting ready to celebrate its best.

The journey has begun.
The spotlight is waiting.
Awards Night 2026 is coming.

2026 INDUSTRY EXCELLENCE AWARDS

- ROUND 2 -
PRESENTATION & INTERVIEW SESSION

2 JULY - 26 AUGUST 2026



2026 INDUSTRY EXCELLENCE AWARDS

VOICE OF CHAMPIONS 2025



VIVIEN LEE LAI MEI
Pos Malaysia Berhad
Best Head of Contact Centre



TEH JIN HUI
Sudong Bdn Bhd
Best Contact Centre Manager: Inbound



ALLISON THIEN VUI LYN
CIMB Bank
Hero Award



HOO CHEW LIAN
AIA Shared Services
Best Contact Centre Support Professional: HR Business Partner





Appointment of Chief Judge for Industry Excellence Awards

The Contact Centre Association of Malaysia (CCAM) is pleased to announce the appointment of Manju Thavamoney as the Chief Judge for the CCAM Industry Excellence Awards 2026.

Manju has been part of CCAM since its establishment in 1999 and is one of the founding EXCO members who helped shape the Association's early direction and foundation. Over the years, she has contributed significantly to the growth and development of Malaysia's contact centre and customer experience industry, supporting various initiatives that have strengthened industry standards, collaboration, and professional excellence. Her continued commitment to CCAM and the industry reflects her passion for developing talent, recognising excellence, and uplifting the standards of customer experience in Malaysia.

As Chief Judge, Manju will play a key role in upholding the integrity, consistency, and credibility of the judging process. Her leadership will support the judging panel in ensuring that all submissions are evaluated fairly, objectively, and in line with the Awards' standards of excellence.

CCAM is honoured to have Manju Thavamoney lead the judging process for the 2026 Awards and looks forward to her guidance in recognising the best of the industry.



Manju Thavamoney

CCAM EXCO Members Represent Malaysia at CC-APAC Leaders' Talk Series

Leaders Talk



Employee Engagement

Friday, 10th April 2026
13:30 – 15:00 (GMT +7)



Elias Kanaris
CEO Contact Centre Network New Zealand (CCNNZZ)

Pn. Fatimah Hussein
EXCO Member Contact Centre Association Malaysia (CCAM)

Sarun Vejsupaporn
President of Thai Contact Center Trade Association (TCTA)

Steff J He
China Call Center & CRM Association

Andi Anugrah
Chairman of Indonesia Contact Center Association (ICCA)

Leaders Talk



Customer Experience

Friday, 8th May 2026
13:30 – 15:00 (GMT +7)



Emily Sheela Koshy
Malaysia Aviation Group (MAG)

Andi Anugrah
Chairman of Indonesia Contact Center Association (ICCA)

Steve Chou
Chairman of Taiwan Contact Center Development Association (TCCDA)

Byron Fernandez
Executive Vice President, Group CIO of TDCX

Leaders Talk

Technology Innovation

Friday, 12th June 2026
13:30 – 15:00 (GMT +7)



Tc Chiew Sin Kwang
EXCO Member Contact Centre Association of Malaysia (CCAM)

Andi Anugrah
Chairman of Indonesia Contact Center Association (ICCA)

Chong Yit Siong
CX Solutions Sales Manager, ESIGO

The Contact Centre Association of Malaysia (CCAM) is proud to highlight the active participation of two of its Executive Committee (EXCO) Members, **Pn Fatimah Hussein** and **Tc Chiew Sin Kwang**, who represented CCAM in the recent **CC-APAC Leaders' Talk** webinar series hosted by the Contact Centre Association Asia Pacific (CC-APAC).

These virtual sessions brought together industry leaders from across the region to exchange insights on key topics shaping the future of the contact centre industry.

On **10 April 2026**, Pn Fatimah participated in the **Employee Engagement** session, where she shared valuable perspectives on mental health, employee well-being, and the importance of creating sustainable workplace practices. The discussion reinforced that employee engagement is a strategic pillar that directly impacts customer satisfaction, organisational culture, and business performance.

Following this, on **12 June 2026**, Tc Chiew joined the **Technology Innovation** session, where the conversation centred on the transformative role of Artificial Intelligence (AI) in contact centre operations. Key takeaways included positioning AI as an enabler, supported by strong governance, process transformation, and embedding innovation into daily operations.

CCAM is proud of their contributions in strengthening Malaysia's voice and thought leadership across the Asia Pacific contact centre community.

CC-APAC REGIONAL AWARDS & SYMPOSIUM 2026

November 2026

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 (CCAS)

LAUNCH OF CC-APAC REGIONAL AWARDS & SYMPOSIUM 2026

24 April 2026 | Zoom Platform

The Contact Centre Association of Malaysia (CCAM) had the privilege of officially launching the CC-APAC Regional Awards 2026 online (transmitted to all member countries) on behalf of the CC-APAC Alliance.

Malaysia was entrusted with the host assignment last November, and we are honoured to fulfil that responsibility this coming November by hosting the Regional Awards & Symposium 2026 — a full week of activities, collaboration and celebrations for the contact centre and CX community across the region.

We were especially pleased to be joined during the launch by association leaders Chapman Lam (Hong Kong), Andi Anugrah (Indonesia) and Kenneth Chong (Singapore), who shared valuable insights from their experience hosting the Awards in recent years. Thank you for the strong partnership and support 🙏

The CC-APAC Association is an Alliance representing a 10-country regional collaboration which plays an important role in promoting knowledge sharing, benchmarking and capability development to advance Contact Centre and Customer Experience excellence across Asia-Pacific.

We look forward to welcoming the region to Malaysia this November for what promises to be a meaningful and impactful gathering of industry leaders and practitioners.

Bringing the Best of Asia-Pacific to the stage!



DID YOU KNOW?

Wira and **Manja** are the official mascots of **Visit Malaysia 2026**. They are inspired by the Malayan Sun Bear, the smallest bear species in the world and a protected animal in Malaysia. Wira is the male mascot who represents bravery and the spirit of adventure, while Manja is the female mascot who represents kindness, warmth, and the friendly hospitality of Malaysians.

Both mascots wear batik-inspired outfits that reflect Malaysia's rich cultural diversity, including the Malay, Chinese, Indian, Sabah, and Sarawak communities. Through Wira and Manja, Malaysia aims not only to attract tourists from around the world, but also to share the message of protecting wildlife and appreciating the country's natural treasures.

Wira and Manja have become symbols of unity, friendliness, and Malaysia's unique identity, inviting everyone to explore the beauty of the country during the Visit Malaysia 2026 campaign.





NCCC Gold Partners



NCCC Silver Partners



NCCC Associate Partners



NCCC Branding & Showcase Partners



Association Partners

Gold Partners



Silver Partners



Knowledge Partner



Industry Partners



National Contact Centre Conference (NCCC)

12 May 2026 | The Sheraton Hotel, Petaling Jaya

The 15th National Contact Centre Conference (NCCC) 2026 was a success, and we extend our sincere appreciation to everyone who contributed in any way.

Our heartfelt thanks to all members, VIPs, distinguished guests, sponsor partners, speakers, industry leaders, and participants for your presence, support, and valuable contributions throughout the conference.

Guided by this year's theme, **"Building with Purpose,"** NCCC 2026 served as a meaningful platform for collaboration, knowledge sharing, innovation, and forward-looking discussions within the Contact Centre and Customer Experience (CX) industry.

A special note of appreciation to En. Anuar Fariz Fadzil, CEO of Malaysia Digital Economy Corporation (MDEC), for delivering the Industry Keynote and sharing valuable insights on digital transformation and the evolving CX landscape.

To all sponsors and partners, thank you for your continued trust and support. To every attendee, thank you for making the 15th edition of NCCC a memorable and impactful gathering for the industry.

We look forward to continuing this journey together as we shape the future of the industry — with purpose.



CCAM visits TalentCorp

Collaboration is critical to the continued growth of our industry, and strong partnerships between industry and government play an important role in shaping future progress.

CCAM had the honour of visiting **TalentCorp** to welcome & congratulate **Ms. Biruntha Mooruthi , RTTP** on her recent appointment as Group Chief Executive Officer of Talent Corporation Malaysia Berhad.

The meeting provided an excellent opportunity to introduce CCAM's work, share the progress and evolution of the CX and Contact Centre industry, and explore opportunities for deeper collaboration with the TalentCorp team. Our discussions covered both the opportunities and challenges presented by AI, with particular focus on the importance of Future Skills, Talent Regeneration, and ensuring workforce readiness for the future.

We also exchanged perspectives on talent availability, industry competitiveness, and the role of government support in preserving and strengthening Malaysia's position as a leading destination for Global Business Services (GBS) and Business Process Outsourcing (BPO).

As AI-led technology transformation continues to reshape our industry, CCAM remains committed to leading industry-wide Talent Regeneration efforts and fostering stronger partnerships that will help build a future-ready workforce for Malaysia.

It was a pleasure meeting Ms. Biruntha and her dynamic team, and we look forward to working together to create meaningful impact for the industry and the nation.

East Meets West - EMBRACING DIGITAL & CX

25 June 2026 | Botanica+Co at Bangsar South



Welcoming Sabah: Strengthening Connections, Advancing CX Excellence.

At CCAM, we believe that the advancement of Customer Experience begins with collaboration, knowledge sharing, and meaningful industry connections.

We were delighted to host delegates from **Sabah Net Sdn. Bhd.**, together with representatives from **Jabatan Teknologi Digital dan Inovasi Negeri Sabah (JTDI)** and **Jabatan Air Sabah**, for a CX immersion and benchmarking visit with leading customer experience practitioners and organisations within our industry ecosystem. A special note of appreciation to **Commerce Access Sdn Bhd (CASB)** for their leadership in coordinating and organising this meaningful programme.

This initiative reflects CCAM's commitment to creating value through our four pillars of impact — Community, Corporate, Alliances, and Malaysia. By bringing together stakeholders from diverse sectors, we continue to strengthen industry capabilities, foster meaningful partnerships, support organisational growth, and contribute towards elevating Malaysia's standing as a regional leader in customer experience excellence.

The future of customer experience is built not in silos, but through partnerships, collaboration, and a shared commitment to delivering better outcomes for customers and citizens alike.

We thank all participating organisations for their openness, hospitality, and willingness to share their experiences. Together, we continue to strengthen Malaysia's Contact Centre and CX ecosystem and drive service excellence to greater heights.

GBS INTERNSHIP FAIR 2026

25 June 2026 | Asia Pacific University (APU), Kuala Lumpur



Contact Centre Association of Malaysia (CCAM) had the privilege to partner with **Talent Corporation Malaysia Berhad (TalentCorp)**, **GBS Malaysia** and **Asia Pacific University of Technology and Innovation (APU / APIIT)** in strengthening the bridge between industry and academia through meaningful initiatives such as the GBS Internship Fair 2026.

These collaborations are more than events—they are about creating pathways for talent, strengthening industry readiness, and building a sustainable pipeline of future professionals for Malaysia's Global Business Services and Contact Centre ecosystem.

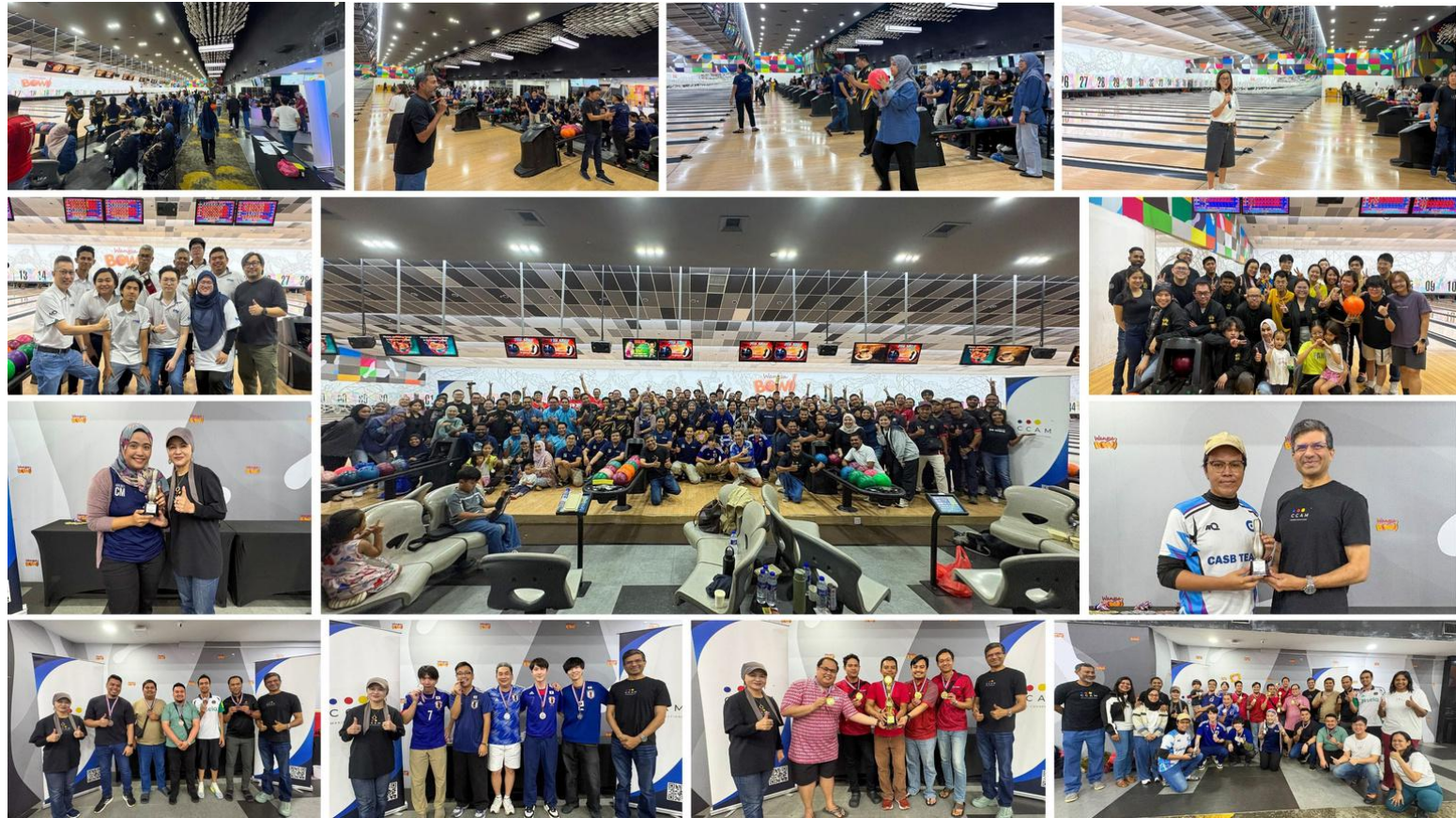
Building Collaboration. Creating Opportunities. Shaping Future Talent.

Our sincere appreciation to **Ms. Biruntha Mooruthi , RTTP, Group CEO of Talent Corporation Malaysia Berhad** and **Datuk Parmjit Singh, CEO of Asia Pacific University**, for their leadership, passion, and commitment to bringing the ecosystem together.

This is just the beginning. More meaningful collaborations to come.

CCAM Bowling Tournament 2026

27 June 2026 | One Utama, Petaling Jaya



Thank You for Making the CCAM Bowling Tournament 2026 a Success!

The Contact Centre Association of Malaysia (CCAM) extends our heartfelt appreciation to everyone who participated in the CCAM Bowling Tournament 2026, held on 27 June 2026 (Saturday) at Wangsa Bowl, 1 Utama.

The tournament brought together members of Malaysia's contact centre and customer experience community for an afternoon of camaraderie, healthy competition, and meaningful connections beyond the workplace. It was inspiring to witness the strong spirit of sportsmanship, teamwork, and collaboration demonstrated by all participating organisations.

Events like these continue to strengthen industry relationships and reinforce the sense of community that drives our profession forward.

🏆 Congratulations to Our Champions!

Best Male Bowler

Mohammad Arif - Commerce Access Sdn Bhd

Best Female Bowler

Hazleeza Zulkafli - Malaysia Aviation Group

Team Champions

- 🥇 1st Place - Top G Strikers (CIMB Bank Berhad)
- 🥈 2nd Place - Southern STK Tigers (Aegis BPO Sdn Bhd)
- 🥉 3rd Place - We Don't Give A Split (DHL Express)

Congratulations to all our winners for their outstanding performances and well-deserved achievements.

To every participating team, whether you took home a trophy or simply enjoyed the experience, thank you for your energy, enthusiasm, and team spirit. Your participation made this event a memorable success.

Industry Insight from COPC



Following the presentation during the recent National Contact Centre Conference 2026, and as promised, we have released:-

Malaysia Contact Centre Industry Benchmark Report 2026

A collaboration between Contact Centre Association of Malaysia (CCAM) and COPC Inc., this report provides valuable insights into the current state and future direction of Malaysia's contact centre industry.

An essential read for industry leaders, practitioners, and organisations, the report explores:

- Key trends shaping Malaysia's contact centre landscape
- The growing role of AI and automation in operations and customer experience
- Why people remain central in an AI-enabled future
- Emerging opportunities, challenges, and priorities for the industry ahead

More than just a report, this serves as an important industry resource to support strategic conversations, planning, talent development, and policy engagement as the CX landscape continues to evolve.

A special thank you to all organisations and individuals who participated in the survey. Your contributions were instrumental in shaping the data, insights, and outcomes of this report.

Read the full report here: <https://lnkd.in/g6-2eJK>

Thank you for being part of this journey as we continue building a stronger, more future-ready contact centre industry for Malaysia.

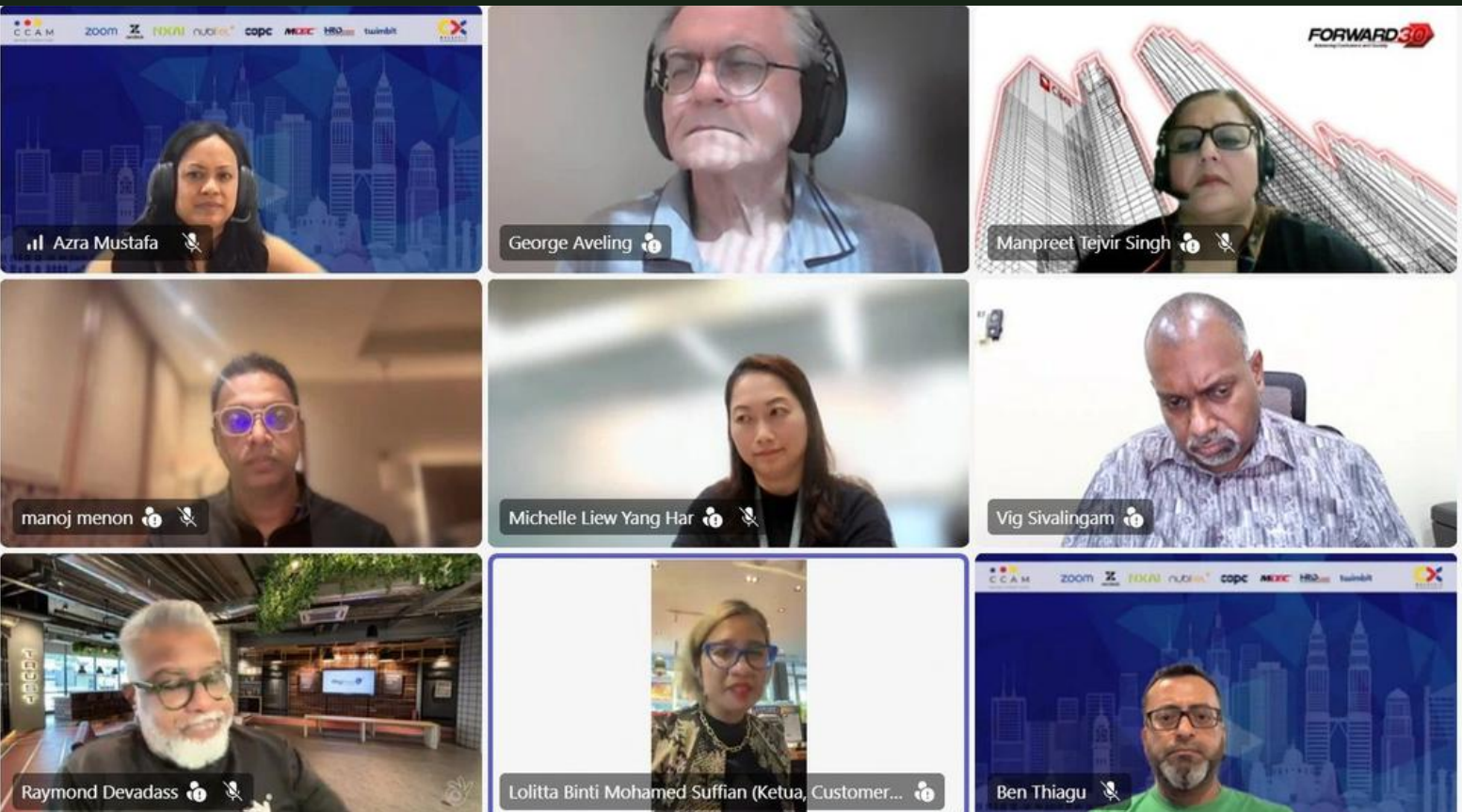




M A L A Y S I A
Elevating Experiences

Q2-2026 EVENTS





CX MALAYSIA GLOBAL ADVISORY PANEL MEETING



A Morning Among Friends: The CX Malaysia Global Advisory Panel Meets

On 7 May 2026, the CX Malaysia Global Advisory Panel came together for its quarterly meeting — a formal engagement grounded in meaningful conversation, shared experience and a common commitment to advancing Customer Experience in Malaysia.

Perhaps Manpreet Singh (CCXP) captured the spirit of the gathering best when she described it as **"a morning meet amongst friends."**

As the Panel continues to advocate for exceptional Customer Experience across Malaysia, the discussion surfaced several timely reminders of what organisations must continue to focus on:

- Empowering and training frontline teams remains fundamental to delivering better experiences.
- CX must become enterprise-wide, with responsibility extending beyond traditional customer-facing functions.
- Conversational AI and chatbot experiences must be elevated to meet rising customer expectations.
- CX must be inclusive for all, ensuring that every layer of society and population can access and experience better services.
- The customer must remain at the centre of everything we do — with organisations closing the loop between customer feedback and meaningful action.
- Public and Civil Service experiences must be elevated, as improving citizen experiences remains a critical national priority.
- Human experiences must be preserved in an AI-powered world. Empathy, trust and human connection must remain at the heart of experience design.
- And while innovation often takes centre stage, the basics still matter. They may not always be fashionable, but consistency, reliability and getting the fundamentals right remain the foundation of great experiences.

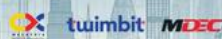
Thank you to **George Aveling, Michelle Liew, Raymond Davadass, Manpreet Singh (CCXP), Lolitta Suffian and Manoj Menon** for a truly meaningful engagement — drawing on facts, observations and, most importantly, insights from the heart.

Although Shep Hyken and Lau Yin May were unable to attend the meeting, they generously shared their insights through separate conversations, contributing to the ongoing dialogue.

CX Malaysia remains committed to elevating experiences across Malaysia and inspiring a future of **"CX for All."**



TOUR OF THE STATE OF CX IN MALAYSIA 2025



TOUR OF THE STATE OF CX MALAYSIA 2025 ROUNDTABLE SERIES CONCLUDES

CX Malaysia is proud to announce the successful conclusion of the Tour of the State of CX Malaysia 2025 leadership roundtable series.

Building on the findings of the State of CX Malaysia 2025 Report, the series brought together senior leaders and practitioners from across Malaysia to exchange ideas, challenge perspectives, and co-create practical insights that will help shape the future of Customer Experience in the country.

The final three sessions explored some of the most pressing topics facing organisations today:

- 23 April 2026 - *Winning with Digital Experience: Designing AI-Powered, Personalised and Trusted Journeys*
- 19 May 2026 - *From Agent to Advisor: How AI is Reshaping Roles, Skills & Culture in CX*
- 23 June 2026 - *The Human Mark: Building Brands That Last in the AI Age*

These exclusive roundtables reinforced CX Malaysia's mission to uplift Customer Experience across the nation by creating a platform for meaningful dialogue, thought leadership, and collaboration among Malaysia's CX community.

The insights and key takeaways from each session have been published as part of our growing CX Insights series and are available to the wider industry.

Read the insights here: <https://cxmalaysia.org.my/cx-insights/>

A heartfelt thank you to everyone who participated and contributed their expertise throughout the series. We look forward to continuing these important conversations as we work together to build a more customer-centric Malaysia.



Conversations *that matter*

Real people. Real stories. Real impact.

Coming
Soon





TM

CCAM

MAKING CONNECTIONS

PARTNER PUBLICATIONS





Customer experience analytics: A practical guide for contact center managers

Customer experience analytics is the practice of collecting, measuring, and interpreting data from every customer interaction to understand what's driving behavior, where friction exists, and how to improve outcomes. For contact center managers, it's the difference between reacting to problems and anticipating them.

According to [Metrigy's State of AI in CX 2026 report](#), organizations using AI-enabled analytics see measurable improvements in both agent efficiency and customer satisfaction scores - yet many contact center managers still lack the real-time visibility to act on data at the moment. This guide covers the types of CX analytics that matter most, the metrics that drive real operational outcomes, and how to choose the right tools for your contact center.

[Click HERE to read more..](#)

In this blog

- What is customer experience analytics?
- Types of CX analytics: real-time vs. historical customer experience data
- How Zoom CX approaches customer experience analytics
- How to choose customer experience analytics tools for contact centers
- Use cases: where CX analytics creates the most impact
- FAQ

See CX Insights in action

Watch the demo



AI customer experience: Boosting personalization and efficiency

Customers expect fast, clear, and personalised support. As AI becomes part of everyday life, these expectations continue to rise. According to the [Zendesk CX Trends Report](#), 67% of consumers now expect more personalised service based on their previous interactions.

For businesses, AI is no longer optional - it is essential to delivering better customer experiences. This guide explores how AI is transforming CX, its key benefits, and practical ways to provide faster, more efficient, and personalised service.

What is AI customer experience?

AI customer experience (AI CX) is the application of artificial intelligence to optimise, personalise, and streamline customer interactions across channels. It uses technologies like [agentic AI](#) and [machine learning](#) to understand intent and adapt in real time. Modern AI CX goes beyond simple automation by taking action and proactively resolving customer needs from pre- to post-purchase.

13 ways AI can improve customer experience

- 1 Enable great customer service experiences at scale
- 2 Provide fast, 24/7 customer support
- 3 Onboard CX teams faster
- 4 Improve efficiency and productivity
- 5 Deliver hyper-personalized interactions
- 6 Anticipate customers' needs and potential issues
- 7 Provide AI-powered quality assurance
- 8 Analyze customer data to predict and prevent churn
- 9 Present customers with special offers
- 10 Improve workforce management
- 11 Reduce operational costs
- 12 Create more consistent brand experiences
- 13 Enhance knowledge management



[Click HERE to read more.](#)

YOU'VE ADOPTED AI. WHY HASN'T YOUR COST-TO-SERVE MOVED?

*Most AI projects don't fail because AI doesn't work.
They fail because the AI was never connected to
how the contact centre actually operates.*

RECOGNISE ANY OF THESE?

- **AI responds. But agents still resolve.**
It can't complete the transaction.
The handoff still happens.
- **Volumes dipped. Costs didn't.**
Automation absorbed interactions
but didn't change the underlying
economics.
- **Your AI tools work in silos.**
Fragmented deployment means
fragmented results — and agents
bridging the gaps.

That's not an AI problem. That's an architecture problem.

NXLINK is built to fix it —
without replacing what already works.

4.5 ★
Overall rating

92%
Willingness to
recommend NXAI

Gartner Peer Insights VoC • CCaaS • Feb 2026



**Why do AI Projects
UNDERDELIVER**

Scan to watch • 3 mins
www.nxlink.ai

NXLINK
by NXAI

Human-AI Collaboration in Customer Service

The conversation around AI in customer service is often framed as a choice between automation and human agents. In reality, delivering great customer experiences requires both.



Gartner predicts that by 2029, agentic AI will resolve **80%** of common customer service issues autonomously, while **80%** of customer service organizations will deploy agent-assist solutions by 2028.

As AI assumes more structured work, human expertise becomes even more valuable for complex interactions. This is driving human-AI collaboration in customer service, combining AI substitution and AI augmentation to improve efficiency, empower agents, and deliver better customer outcomes.



AI Substitution

Automating predictable work

For rules-based, clearly bounded tasks.
E.g., Account updates, scheduling, order tracking, password resets.
AI executes consistently at scale.



AI Augmentation

Elevating human expertise

For complaint resolution, billing disputes, retention – ambiguous moments where AI surfaces guidance and the human owns the judgment.



An end-to-end ecosystem built for human-AI collaboration, powered by Nubitel



Nubitel Knowledge Management System

Transforms enterprise documents, policies, and procedures into a centralized, AI-ready knowledge base. Both AI and human agents can access one trusted source of information to deliver accurate and consistent responses.



Nubitel CX

Unifies voice, chat, email, and social into one omnichannel customer engagement platform. As a Meta Business Partner, Nubitel has integrated WhatsApp Business Calling API, enabling businesses to manage WhatsApp voice calls alongside traditional telephony.



Nubitel Voice Hub

Replaces generic IVR voices with natural, personalized AI voices using multilingual text-to-speech or AI-powered voice cloning. These voices can be applied consistently across greetings, IVR menus, queue announcements, after-hours messages, etc.



Nubitel AI Agent

Extends automation by powering AI Voice Agents that retrieve trusted enterprise knowledge, automate predefined service requests, and seamlessly escalate complex cases to a live agent with full context when needed.



Nubitel AI Agent Assist

Empowers human agents with real-time knowledge and next-best-action guidance directly in the agent's workflow. Auto-generated coaching insights then show supervisors exactly where to improve agent performance.



Nubitel Conversation Analytics

Analyzes 100% of voice and chat interactions to generate automated scorecards, sentiment analysis, and quality insights, enabling data-driven quality management at scale.

Schedule for Demo



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The future of customer service is not AI replacing humans.
It is **AI and humans working together.**

Talk to our specialists and put human-AI collaboration into practice today!



Did the Agent Follow the Policy... or Did the Policy Break the Experience?

By Kathleen McNair and Tonya Webber

Reviewing every customer interaction sounds impressive, especially for quality teams that spent years working from small samples. Traditional contact centre quality assurance was built around scarcity. Most teams could review only 2% to 5% of interactions and use that sample to coach agents, track compliance, and estimate program performance.

In our work at COPC Inc., we look at the same interaction through a different lens. We want to know whether the customer's issue was actually resolved, what prevented resolution, and whether the barrier was something the agent could control.

THE SCENARIO			
A customer calls to request a refund. The agent follows policy correctly and denies the request. The customer leaves without a resolution.			
TRADITIONAL QA Perspective: company		CUSTOMER OUTCOME QA Perspective: customer	
Passes Compliance verdict		Fails Outcome verdict	
Issue resolved	Yes	Issue resolved (customer view)	No
Followed procedure	Yes	Followed procedure	Yes
Customer satisfied	No	Customer satisfied	No
Misleading: misses the customer outcome		Accurate: reflects what the business should fix	

A policy can be applied correctly and still create a poor customer experience. COPC explores how AI-supported quality monitoring can help organisations identify whether unresolved issues are caused by agent behaviour, policies, processes, tools, or business rules.

"COMPLIANCE MEASURES ACTIVITY. CUSTOMER OUTCOMES MEASURE SUCCESS."

[Click Here](#) - 3 Minute Read on COPC's website



TM



UPCOMING EVENTS



How AI is Transforming Customer Experience, Contact Centres, and BPO Operations

Whether you manage a contact centre, lead customer experience initiatives, or oversee outsourced customer service operations, the challenge remains the same: How can AI help improve customer outcomes while increasing efficiency and reducing operational costs?

Join Zoom for an insightful webinar exploring how leading enterprises and BPOs are transforming customer experience through AI-powered solutions. Discover how organisations are using AI to streamline operations, empower agents, and unlock valuable insights from every customer interaction.



Upcoming Events

- Industry Excellence Awards & Gala Dinner
- [COPC] BPCXO 8.0 Training
- CX Boardroom 2030
- Sponsors Webinar

SEPTEMBER

- 11th CX Summit
- Business Networking
- CC-APAC Regional Award & Symposium
- CC-APAC Leaders Meeting
- CC-APAC Site Visit
- [COPC] High Performance Management Techniques Training
- [COPC] Best Practice Quality Management Training

NOVEMBER

AUGUST

- [COPC] BPCXO 8.0 Upskill Training
- [Tack TMI] A Complaint Is A Gift Training
- [COPC] Best Practice Quality Management Training

OCTOBER

- Global CX Day
- [COPC] Data Analysis Contact Centre Training
- [COPC] Workforce Management Training

DECEMBER

- [COPC] BPCXO 8.0 Training
- Partner Roundtable

ADRIENNE BRYANT
Customer Experience Professionals Association
Certification Director, CXPA CCXP

MANPREET SINGH
Group Head for Customer Experience, CCX, CxS Group

CYNTHIA TANG
Head of Customer Experience, Thompson Hospital

Unlock Your Path to Becoming a Certified Customer Experience Professional (CCXP)

Join an Exclusive Webinar with the Customer Experience Professionals Association (CXPA)

REGISTER NOW

28 JULY 2026 (TUESDAY)
10:00 AM (MYT)
ZOOM PLATFORM

cxmalaysia.org.my

Unlock Your Path to Becoming a Certified Customer Experience Professional (CCXP)

Join **Adrienne Bryant**, Certification Director at the **Customer Experience Professionals Association (CXPA)**, as she takes you through everything you need to know about the CCXP certification—from eligibility requirements to preparing for the examination.

Whether you're looking to validate your CX expertise, advance your career, or better understand the global standard for customer experience professionals, this session will provide valuable insights and practical guidance.



BEST PRACTICES FOR CUSTOMER EXPERIENCE OPERATIONS (BPCXO) RELEASE 8.0

LEVEL UP YOUR EXPERTISE

BPCXO 8.0 UPSKILL PROGRAMME

Designed for BPCXO Version 7.0 and 7.1 certified professionals. Stay current with the latest updates, new methodologies, and best practices to continue delivering world-class customer experience excellence.

Two Learning Opportunities. One Goal.

Elevate Your BPCXO Journey whether you're starting your BPCXO certification or upgrading to Version 8.0 , Your Next BPCXO Milestone Starts Here.

1. New to BPCXO?

Join our BPCXO Public Certification Programme and gain internationally recognised customer experience best practices.

Upcoming Classes

- 7-11 September 2026 | 9am to 6pm | In Person (5 Days Classes)
- 7-18 December 2026 | 1.30pm to 6pm | Live Virtual (10 Days Classes)

Secure A Spot: <https://ccam.org.my/training-course-bpcxo/>

2. Already Certified (Version 7.0 or 7.1)?

Stay current with the BPCXO 8.0 Upskill Training (1 Day Class Only)

Upcoming Classes

- 14th August 2026 | 9am to 6pm | In Person (Fully booked)
- 22nd October 2026 | 9am to 6pm | In Person - Limited Seats Available

Secure A Spot: <https://ccam.org.my/training-course-bpcxo-upskill/>

For inquiries:

ccam_secretariat@ccam.org.my | +6(03) 9779 5599

One Poor Complaint Experience Can Cost You More Than One Customer

Dissatisfied customers may leave, share their experience and stop recommending your brand.

Equip your frontline employees with the skills to manage complaints confidently and rebuild customer trust.

Join CCAM & TACK TMI for:

A COMPLAINT IS A GIFT

Learn how to:

- ✓ De-escalate emotional customers
- ✓ Respond with empathy
- ✓ Handle complaints confidently
- ✓ Build trust and loyalty
- ✓ Deliver effective service recovery



A COMPLAINT IS A GIFT

CCAM MAKING CONNECTIONS TACK TMI HRD CORP CLAIMABLE

26 August 2026
9.00 a.m. – 6.00 p.m.
AICB Centre of Excellence, Kuala Lumpur

- ✓ 100% HRD Corp Claimable
- ⚠ Limited seats available

Register now: <https://ccam.org.my/complaint-is-a-gift/>



CCAM CORPORATE & ASSOCIATE MEMBERS 2026

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			pharmaniaga						
	TELECONTINENT								
									
		TalentCorp ATTRACT • NURTURE • RETAIN							
									
									
									
									
									
									
									

Thank you for supporting us.
We truly appreciate it and hope for your continued support for CCAM.

FOOTBALL FEVER COMES TO TOWN



The FIFA World Cup 2026 has brought football fever far beyond the stadiums, and Malaysia is no exception. Across the country, mamak restaurants have come alive with passionate fans gathering in their favourite jerseys, while workplaces have embraced the excitement with colourful decorations and football-themed celebrations.

CCAM is delighted to see our member companies joining in the festivities by transforming their contact centres into vibrant football-inspired workplaces. Operations floors have been decked out with World Cup banners, participating nation flags, football decorations and themed workstations, creating an energetic atmosphere that captures the excitement of the beautiful game while keeping customer service running seamlessly.

Beyond the office, the World Cup has once again united Malaysians from all walks of life. Whether cheering for Brazil, Argentina, England or Spain, supporters gather at local mamaks over roti canai and teh tarik, proving that football has a unique way of bringing people together regardless of background or allegiance.

For contact centres, the tournament provides an excellent opportunity to strengthen employee engagement. Friendly football banter, themed office décor, jersey days and shared match-day excitement help build camaraderie, boost morale and create memorable experiences that extend well beyond the final whistle.

At CCAM, we are proud to see our members fostering workplaces where teamwork, inclusivity and employee engagement thrive. As the World Cup continues to captivate millions around the globe, it also reminds us that great teams—whether on the football pitch or in the workplace—are built on passion, collaboration and a shared goal.

Football has truly come to town. Game on! ⚽



From the Executive Director's Desk: Turning Momentum into Milestones

Q2 2026 reflected a quarter of execution, preparation, and accelerated momentum for the Secretariat as we continued strengthening industry engagement while laying the groundwork for several flagship national and regional initiatives.

Beyond our ongoing member engagements, including another successful CCAM Networking Bowling session, the Secretariat has also expanded its focus towards strategic capability development through initiatives surrounding COPC and Learning Experience (LEX), reinforcing our commitment to elevating professional standards across the customer experience ecosystem.

As we enter the second half of the year, preparations are now in full swing for the CCAM Industry Excellence Awards & Gala Dinner 2026, CX Summit 2026, and the CC-APAC Regional Awards 2026, alongside a calendar of continuous engagement, knowledge-sharing, and industry development programmes. These initiatives represent significant collaborative efforts, with the Secretariat working closely with our EXCO, organising committees, partners, and members to ensure seamless execution.

From the Secretariat's desk, the focus remains consistent — strengthening coordination, maintaining execution discipline, and ensuring every initiative progresses with purpose and impact.

As always, sincere appreciation goes to our members, partners, sponsors, volunteers, and stakeholders for your continued trust and support. We look forward to an exciting and impactful second half of 2026 as we continue advancing the customer contact and experience industry together.



BEN THIAGU

Executive Director, CCAM