

Category	Company	Winner
Best In-House Inbound Contact Centre >100 seats	MALAYAN BANKING BERHAD	GOLD
	CELCOM AXIATA BERHAD	SILVER
Best In-House Inbound Contact Centre >100 seats	MALAYAN BANKING BERHAD	GOLD
	CELCOM AXIATA BERHAD - Prepaid	SILVER
	CELCOM AXIATA BERHAD - Priority	BRONZE
Best In-House Outbound Contact Centre <100 seats	CELCOM AXIATA BERHAD	GOLD
Best Outsourced Inbound Contact Center >100 seats	CONVERGYS (M) SDN BHD	GOLD
	MINDPEARL SDN BHD	SILVER
Best Outsourced Inbound Contact Center <100 seats	CONVERGYS (M) SDN BHD	GOLD
Best Outsourced Outbound Contact Centre >100 seats	UTS MARKETING SOLUTION SDN BHD	GOLD
Best Outsourced Outbound Contact Centre <100 seats	UTS MARKETING SOLUTION SDN BHD - MBB	GOLD
	UTS MARKETING SOLUTION SDN BHD - AIG	SILVER
Best New Contact Centre	DAYTHREE BUSINESS SERVICES SDN BHD	GOLD
	AFFINBANK BERHAD	SILVER
Best New Contact Centre - Campaign/Programme	AFFINBANK BERHAD	SILVER
	PETRONAS ICT SDN BHD	BRONZE
	UTS MARKETING SOLUTION SDN BHD	GOLD
Best Online Support Contact Centre	MALAYAN BANKING BERHAD	GOLD
Best Customer Relationship Management for Contact Centre	UTS MARKETING SOLUTION SDN BHD	GOLD
	ALLIANZ MALAYSIA BERHAD	SILVER
	CELCOM AXIATA BERHAD	BRONZE
Best Video of a Contact Centre - Employee Engagement	CONVERGYS (M) SDN BHD	GOLD
	PETRONAS ICT SDN BHD	SILVER
Best Innovative Adoption Award	CITIBANK BERHAD	GOLD
	UTS MARKETING SOLUTION SDN BHD	SILVER
	CELCOM AXIATA BERHAD	BRONZE
	ALLIANZ MALAYSIA BERHAD	MERIT
Best Contact Centre Recruitment & Retention Programme	UTS MARKETING SOLUTION SDN BHD	GOLD
	CONVERGYS (M) SDN BHD	SILVER
	MALAYAN BANKING BERHAD	BRONZE
	DHL EXPRESS (M) SDN BHD	MERIT
Best Social Media for Contact Centre	MALAYAN BANKING BERHAD	GOLD
	CELCOM AXIATA BERHAD	SILVER
Best Business/Data Analysis for Contact Centre	UTS MARKETING SOLUTION SDN BHD	GOLD
	DHL EXPRESS (M) SDN BHD	SILVER
Best Contact Centre Language	CELCOM AXIATA BERHAD - Indonesia	GOLD
	CONVERGYS (M) SDN BHD - Thailand	GOLD