

**2021
INDUSTRY
EXCELLENCE
AWARDS**



C C A MTM
MAKING CONNECTIONS



**2021
INDUSTRY
EXCELLENCE
AWARDS**



	1	Introduction
Awards Categories	2	
	3	Corporate Award Category
Individual Award Category	4	
	5	Awards Process
Awards Nomination and Timeline	6	



Introduction

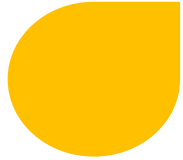
Objectives

“To **identify, recognize and honor distinguished members** of the Malaysian Customer Relationship Management and Contact Centre industry whom have with innovation, persistence and focus, taken customer experience to the next level.

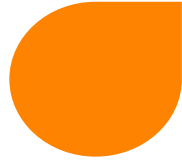
To **recognize best practices** in the contact center industry with the aim of **increasing customer advocacy thus making Malaysia a recognized leader** in customer service and contact centres.”

CORPORATE

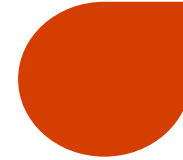
Awards Categories



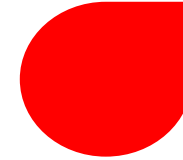
Best In-House Inbound Contact Centre
(Under & Above 100 seats)



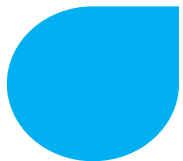
Best In-House Outbound Contact Centre
(Open)



Best Outsourced Inbound Contact Centre
(Under & Above 100 seats)



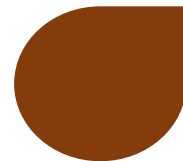
Best Outsourced Outbound Contact Centre
(Open)



Best New Contact Centre
(Under 24 months of Operation)



Best New Contact Centre (New Project)
(Under 24 months of Operation)



Best Digital Innovation Award
(Open)

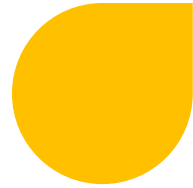


Best Social Media Program
(Open)

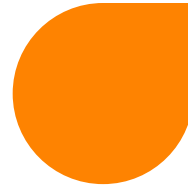


Best Recruitment & Retention Program in a Contact Centre
(Open)

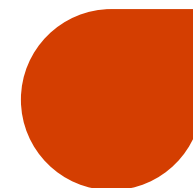
Awards of Recognition



Corporate Social
Responsibility



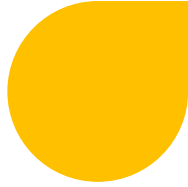
Most Creative Employee
Engagement Video of a
Contact Centre



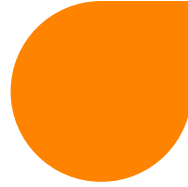
Business Continuity Plan
Implementation

INDIVIDUAL

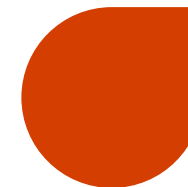
Awards Categories



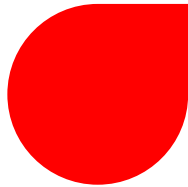
Best Contact Centre
Professional
(Under & Above 100 seats)



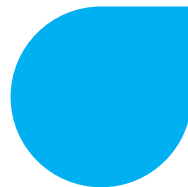
Best Contact Centre
Sales Professional
(Open)



Best Contact Centre
Team Leader
(Under & Above 100 seats)



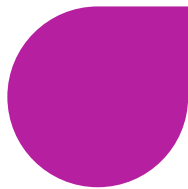
Best Contact Centre
Manager
(Under & Above 100 seats)



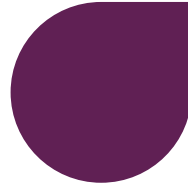
Best Contact Centre Head
(Open)



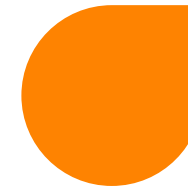
Best Contact Centre Trainer
(Open)



Best Contact Centre Quality
Assurance Specialist
(Open)



Best Contact Centre
Workforce Management
(Open)



Best Contact Centre
Support Professional
(Open)

Definition

Awards Categories



Contact Centre

A centre where the predominance of the work done involves handling customer interactions via telephone, email, web chat, social media (Omni-Channel). These could be helpdesks, Tele-marketing centres, or service and support centres.



Seats

The physical locations with various communication tools and/or desktops.



Agents

These are the customer service representatives who are handling the customer interactions in the contact centre.

**2021
INDUSTRY
EXCELLENCE
AWARDS**



CORPORATE
Awards Categories

Judging Period: January 2020 to December 2020

GUIDING PRINCIPLE



Corporate Categories

In House Contact Centre

The contact centre is a wholly owned subsidiary of a company or corporation and does not do work for other clients.

Inbound

Contact centre whose primary activity is of inbound nature

Outbound

Contact centre whose primary activity is of outbound nature

Outsource Contact Centre

The contact centre is a separate entity to the company or corporation its agents represent. Also, includes co-sourced call centres

Best In-House Inbound & Outbound Best Outsourced Inbound & Outbound Contact Centre (Under & Above 100 Seats)



Definition

This award will be conferred to the contact centre that has demonstrated best in class process, resource management and implemented strategies that are centric to the needs of customer and clients.

Nomination Guidelines

- Choice of submitting either in the category of <100 seats or >100 seats
- Inbound and Outbound to be decided by a major activity (80% as a thumb rule)

Measuring Criteria

- HR Process
- Adopting and managing technology
- Effectiveness of client centric approach and process
- Effectiveness of customer centric approach and process
- Adhere and continuous improvement in service quality

Best New Contact Centre (New Start Up <24months)



Judging Period January 2019 to December 2020

Definition	Nomination Guidelines	Measuring Criteria
<p>This award will be conferred to the contact centre that has demonstrated best in class process, resource management and implemented strategies that are centric to the needs of customer and clients.</p>	<ul style="list-style-type: none">• This must be an entirely new set up or new business migrated over to current operations• Open to all contact centre that has been in operation for less than 24 months• One submission per Contact Centre	<ul style="list-style-type: none">• HR Process• Adopting and managing technology• Effectiveness of client centric approach and process• Effectiveness of customer centric approach and process• Adhere and continuous improvement in service quality



Best New Contact Centre – New Project < 24th months



Judging Period January 2019 to December 2020

Definition	Nomination Guidelines	Measuring Criteria
<p>This award will be conferred to the contact centre that has demonstrated best in class process, resource management and implemented strategies that are centric to the needs of customer and clients.</p>	<ul style="list-style-type: none">• This must be an entirely new set up or new business migrated over to current operations• Open to all contact centre that has been in operation for less than 24 months• No limit on number of submissions	<ul style="list-style-type: none">• HR Process• Adopting and managing technology• Effectiveness of client centric approach and process• Effectiveness of customer centric approach and process• Adhere and continuous improvement in service quality

Best Digital Innovation Award



Definition

Presented to the centre that presents the most effective digital innovation in order to enhance the overall customer experience, increase agent efficiency, and improve conditions for the workforce.

Nomination Guidelines

- The technology innovation or adoption may be via vendor or internal talent.
- Open to contact centres irrespective of the size and nature of business
- No limit on number of submissions

Measuring Criteria

- Effectiveness of technology deployed in meeting business objective
- Adoption of new technology innovation and digitalization
- Impact of technology innovation on customers, agents and organization

Best Contact Centre Recruitment & Retention Programme



Definition

- Will be presented to the contact centre that has a well established recruitment and retention programme for customer contact.

Nomination Guidelines

- Open to all contact centres irrespective of the size and nature of business
- No limit on number of submissions

Measuring Criteria

- Innovative HR Policy to ensure the right hiring, talent pool management, compensation packages and on-boarding process
- Manage the cost effect on attrition, employee engagement approach and overall culture building process towards a common goal

Best Social Media for a Contact Centre



Definition

Will be presented to the contact centre that has a well established social media program for customer contact. Apart from coverage of various social media channels, the effective usage of deployed social media will also be measured.

Nomination Guidelines

- Open to all contact centres irrespective of the size and nature of business
- No limit on number of submissions

Measuring Criteria

- Breadth and depth of social media channels
- Interacting through social media channels
- Agent skill in social media
- Social media guideline program for agent
- Performance metrics for Social Channels vs. Voice & IVR

Awards of Recognition



Qualifying Criteria

Corporate Social Responsibility Award

- The Contact Centre that has demonstrated acts of charity, community support or philanthropic activities in order to help and leave an impact on community and social development.
- The Contact Centre of the company should have been directly involved in these activities.

Awards of Recognition



Qualifying Criteria

Most Creative Employee Engagement Video of a Contact Centre

- Most creative employee engagement video depicting employee experience in a contact centre
- The video must be produced internally by the contact centre management and employees

Awards of Recognition



Qualifying Criteria

Business Continuity Plan Implementation



The process of creating systems of prevention and recovery to deal with potential threats to a company. In addition to prevention, the goal is to enable ongoing operations before and during execution of disaster recovery to ensure no impact on the customer experience.

**2021
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EXCELLENCE
AWARDS**



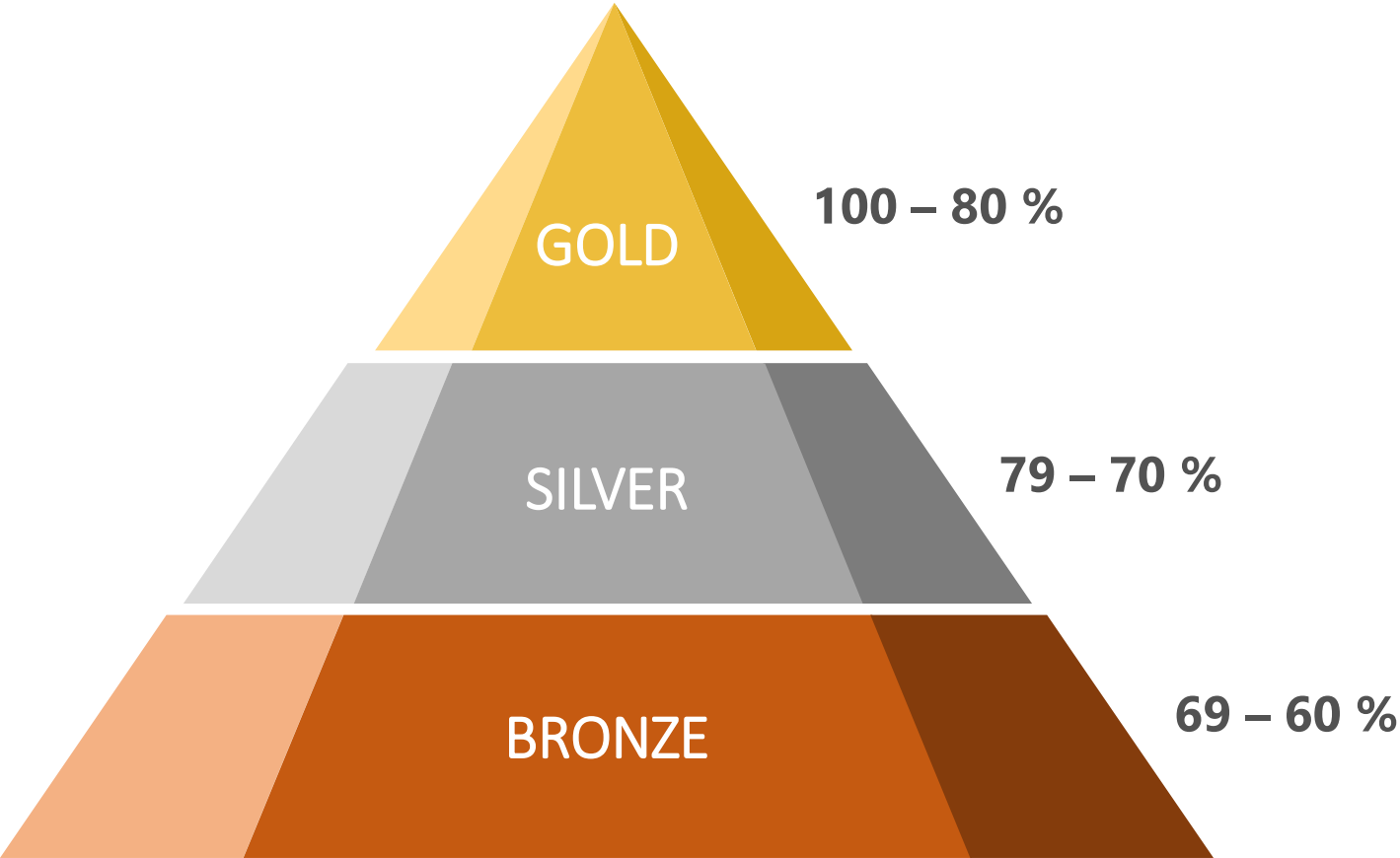
CORPORATE
Awards Categories

Corporate Category Awards Structure

CCAM Awards Structure for Corporate Award Categories



Corporate Awards



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INDUSTRY
EXCELLENCE
AWARDS**



INDIVIDUAL
Awards Categories

Individual Category Awards Structure

Judging Period January 2020 to December 2020

Best Contact Centre Professional (Under & Above 100 seats)



Definition

- This award will be conferred to the contact centre professional, who has been in the capacity for at least 12 months between January 2020 to December 2020
- The job titles may include Customer Representative, Customer Service Officer, Helpdesk Analyst, Agent or similar titles

Qualifying Criteria

- The Contact Centre Professionals should primarily deal with handling customer interactions

Best Contact Centre Sales Professional (Open)



Definition

- This award will be conferred to the contact centre sales professional, who has been in the capacity for at least 12 months between January 2020 to December 2020
- The job titles may include Sales Representative, Customer Service Officer, Telemarketer, Agent or similar titles

Qualifying Criteria

- The Sales Professional should primarily deal with outbound telemarketing activity including telesales or marketing campaigns

Best Contact Centre Team Leader (Under & Above 100 seats)



Definition

- This award will be conferred to the contact centre team leader, who has been in the capacity for at least 12 months between January 2020 to December 2020

Qualifying Criteria

- The Team Leader or Supervisor has agents directly reporting to him/her and NOT other Supervisors

Best Contact Centre Manager (Under & Above 100 seats)



Definition

- This award will be conferred to contact centre manager, who has been in the capacity for at least 12 months between January 2020 to December 2020.
- The job titles may include Call Centre Manager, Operations Manager, Customer Service Manager, Service Centre Manager or similar

Qualifying Criteria

- For under 100 seats, the Manager may have agents reporting directly in case there are no team leaders
- For over 100 seats, the Manager should have team leaders or supervisors reporting to him/her

Best Contact Centre Head (Open)



Definition

- This award will be conferred to the contact centre heads, who has been in the capacity for at least 12 months January 2020 to December 2020
- The job titles may include Head of Contact Centre, Vice President, General Manager, or similar titles

Qualifying Criteria

- The Head of Contact Centre should have Contact Centre managers reporting to him/her, not team leaders or supervisors

Best Contact Centre Trainer (Open)



Definition

- This award will be conferred to the Contact Centre Trainer, who has been in the capacity for at least 12 months January 2020 to December 2020
- The job titles may include trainers, learning and development or similar titles

Qualifying Criteria

- The Contact Centre Trainer should primarily deal with operations of the Contact Centre, however they DO NOT engage in the handling of actual customer interactions
- The support function encompasses job roles which interact directly with the agents

Best Contact Centre Quality Assurance Specialist (Open)



Definition

- This award will be conferred to the contact centre quality assurance specialist who has been in the capacity for at least 12 months between January 2020 to December 2020
- The job titles may include Transaction Monitor, Quality Assurance Officers, or similar titles

Qualifying Criteria

- The Contact Centre –QA Specialist should primarily deal with operations of the Contact Centre, however they DO NOT engage in the handling of actual customer interactions
- This support function encompasses job roles which interact directly with the frontline agents

Best Contact Centre Work Force Management (Open)



Definition

- This award will be conferred to the contact centre WFM, who has been in the capacity for at least 12 months between January 2020 to December 2020
- The job titles may include Business Analysts, HR Specialist, Internal IT Support or similar support roles

Qualifying Criteria

- The Contact Centre WFM-should primarily deal with operations of the Contact Centre, however they DO NOT engage in the handling of actual customer interactions
- This support function encompasses job roles which interact directly with the frontline agents

Best Contact Centre Support Professional (Open)



Definition

- This award will be conferred to the contact centre support professionals, who has been in the capacity for at least 12 months between January 2020 to December 2020
- The job titles may include Business Analysts, HR Specialist, Internal IT Support or similar support roles

Qualifying Criteria

- The Contact Centre Support Professionals- should primarily deal with operations of the Contact Centre, however they DO NOT engage in the handling of actual customer interactions
- This support function encompasses job roles which interact directly with the frontline agents

**2021
INDUSTRY
EXCELLENCE
AWARDS**



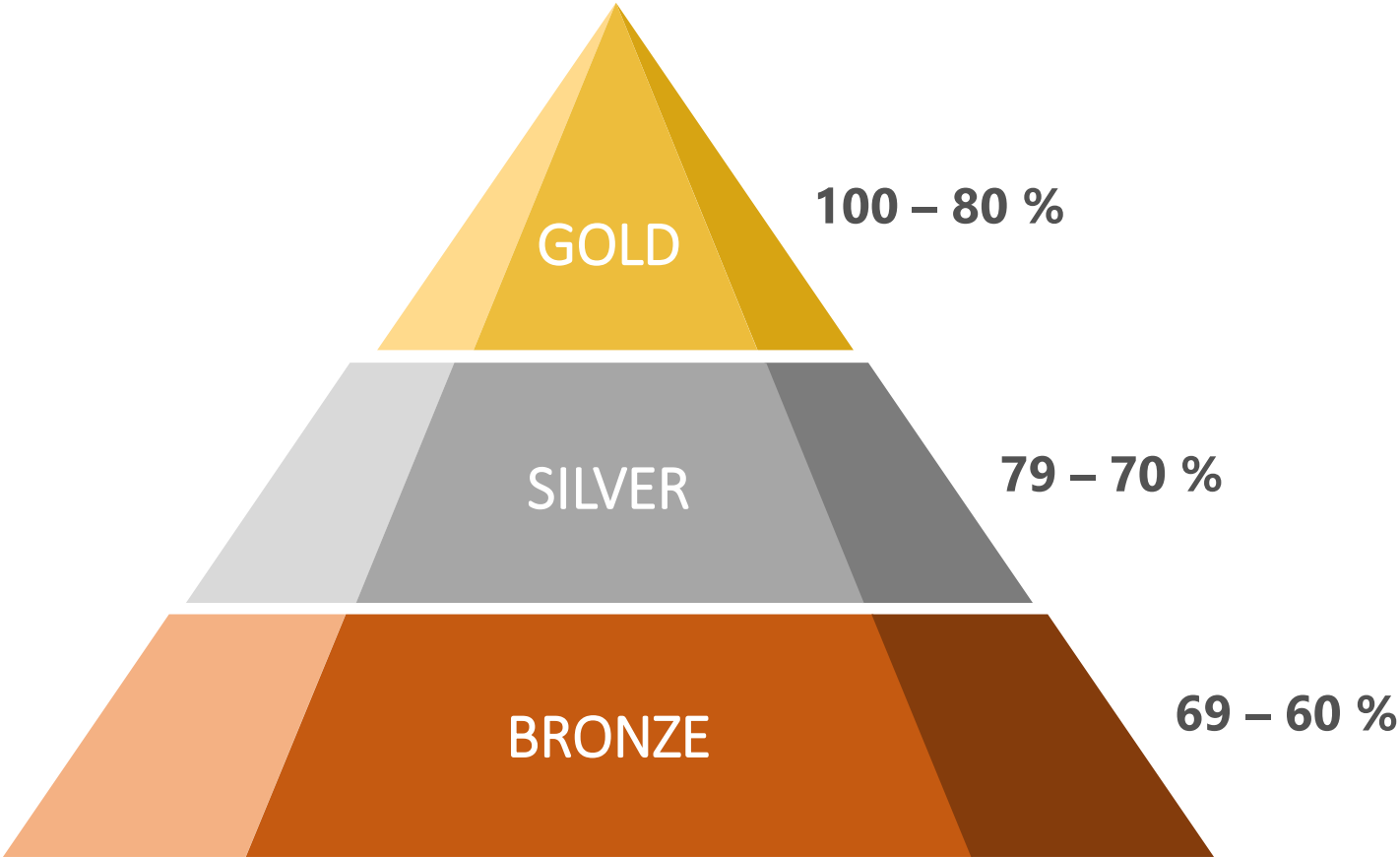
INDIVIDUAL
Awards Categories

Individual Category Awards Structure

CCAM Awards Structure for Individual Award Categories



Individual Awards

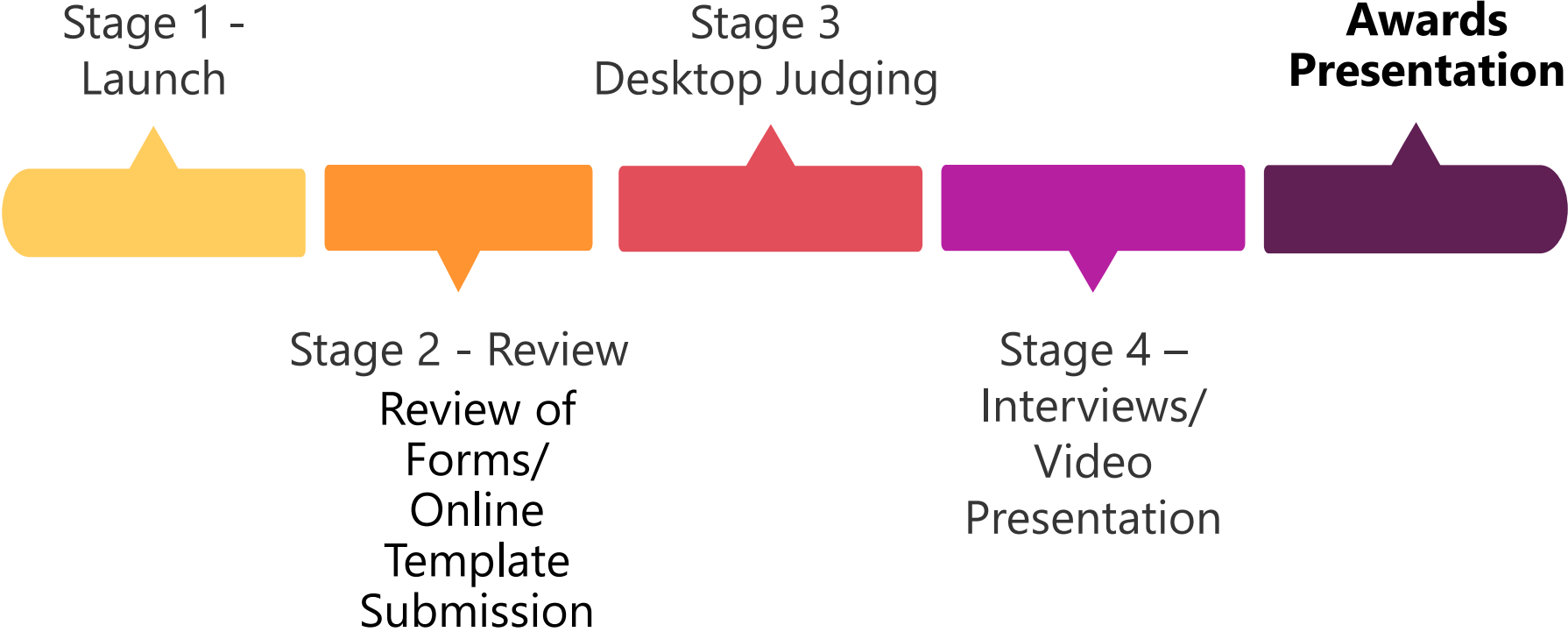


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EXCELLENCE
AWARDS**



OVERALL AWARDS PROCESS

Awards Process



Awards Process



Stage 1 Launch

- **Launch**
- **Pre Awards Brief**
- **Submission of nomination form**

Stage 2 Review

- **Complete template for nominations**
- **Review of all applications**
- **Shortlisting by each category**
- **Notify shortlisted candidate**

Awards Process



Stage 3 Final round

- Detailed evaluation of shortlisted candidate
- Virtual Site Visits and Virtual Interviews
- Select Winners

Stage 4 Present

- Awards Presentation
- Post Awards Briefing

**2021
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EXCELLENCE
AWARDS**



NOMINATION PROCESS

Awards Nomination

Submit completed
entry form & full
payment

Email
Notification from
CCAM Secretariat

Complete template
for your
category submission

Submit template &
supporting documentation
before deadline

- **Entry Fee (Excluding 6% SST)**

- RM 1000 per entry for Corporate Awards
- RM 500 per entry for Individual Awards

- **Entry Format**

- Submit completed template and supporting documents as per the google form links provided.

Company Registration to be filled only once by Company Awards Liaison

Company Registration : <https://forms.gle/zqTjfY84anJTPkie9>

Nominee Registration – To be filled for every submission

Individual Registration : <https://forms.gle/V1Q68bCUoexUo7T9A>

Corporate Registration: <https://forms.gle/KeDzBK8reZMmzGNy5>

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AWARDS**



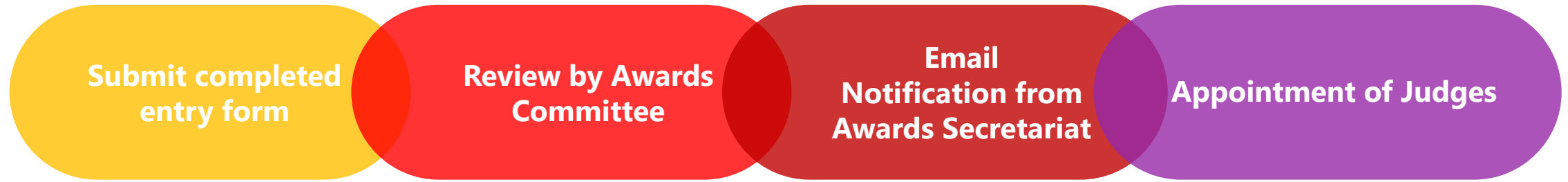
OVERALL JUDGING PROCESS

**2021
INDUSTRY
EXCELLENCE
AWARDS**



JUDGES NOMINATION

Awards Judges Nomination



•Entry Format

- Submit completed template and supporting documents as per the google form links provided.

Awards Judge Nomination: <https://forms.gle/LeZg68y8P4y5ELHk9>

- Please include a photo in digital format (**JPEG Min 1mb, white background only**), company logo (AI format) and your. Please also share your profile in max 250 words (detailing your jobscope).

Role of Judges



Awards Process



Stage 1: Desktop Review



Stage 2: Virtual interview (Individual Category)

- For Individual Award category, finalists will be given a maximum of 20 minutes for presentation including the Q&A via Zoom.
- You will be given 5 minutes for an elevator pitch. Focus will be on the Q&A based on your desktop submission.



Stage 3: Virtual Onsite Judging / Audit (Corporate Category)

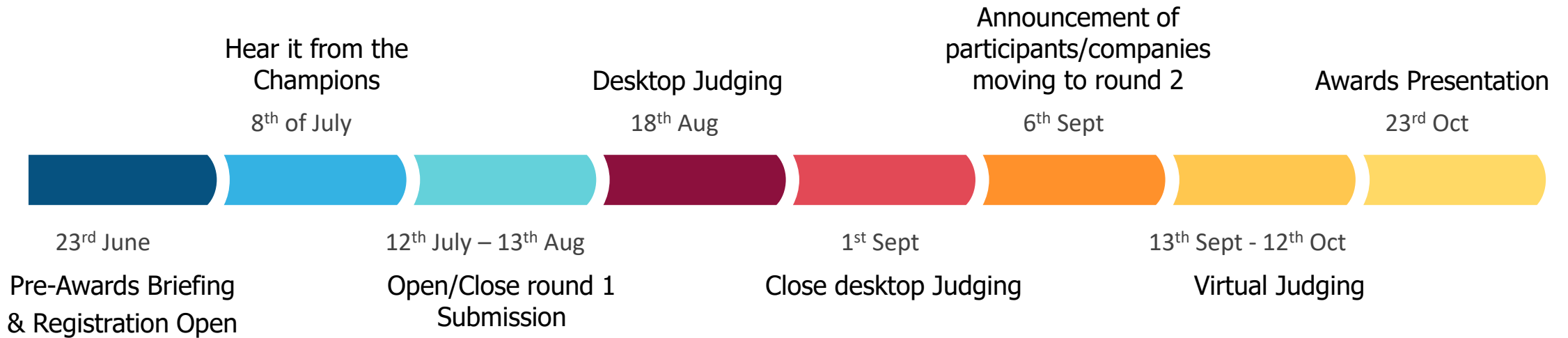
- For Corporate Category, during the on-video site visit, company will be given a maximum of 45 minutes for presentation, Q&A and Audit.

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EXCELLENCE
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HIGH LEVEL TIMELINE

Awards Timeline 2021



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We look forward to your participation.
Thank you

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INDUSTRY
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We look forward to your participation.
Thank you

