



**Press Release**

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29 November 2011

### **AmBank Contact Centre wins four CCAM National Awards**

AmBank Contact Centre bagged four awards at the 12th Customer Relationship Management and Contact Centre Association of Malaysia (CCAM) 2011 award presentation ceremony.

CCAM is a Malaysian organisation that seeks to improve the services in the contact centre industry and the awards are recognition for outstanding contact centres in Malaysia. Annually, it acknowledges the professionals who run the best contact centre operations. It also identifies efforts of customer-centric organisations which have demonstrated best practices, resource management and implemented strategies that are centric to the needs of customers and clients.

AmBank Contact Centre won two Corporate Awards i.e. Corporate Social Responsibility Award and second place for Best In-House Outbound Contact Centre (under 100 seats). AmBank also received two awards under the Individual Awards Category when Ms Santhana Selvi Murugaya won the Best Contact Centre Telemarketer (Open) and Cik Anis Nazifah Khaissa took the second place for Best Contact Centre Support Professional (under 100 seats).

Datuk Mohamed Azmi Mahmood, Managing Director, Retail Banking, AmBank (M) Berhad said, "This is a proud moment for everyone who works in our contact centre. The award is a reflection that everyone is dedicated and passionate in delivering excellent customer experience, internally or externally. AmBank's strategy is to grow its main bank customer base and one of the pillars of this strategy is to create the Amazing Customer Experience. We have worked really

hard in improving our standards as well as continually striving to provide services that meet the needs of our customers.”

AmBank was awarded the Corporate Social Responsibility (CSR) Award for its involvement and contribution to the community through corporate social responsibilities activities and programmes. Datuk Mohamed Azmi Mahmood added, “Our young, energetic and enthusiastic team from Channels and Contact Centre wanted to regularly do something different and touch the lives of other people directly. Our role in the CSR activities includes feeding the homeless bi-monthly on Saturday nights until past midnight with the Kechara Soup Kitchen NGO. They also brought cheer to the elderly at Little Sisters of The Poor in Cheras, K.L. and home for the disabled in Taman Megah, P.J.”

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**For further enquiries, kindly contact Syed Anuar Syed Ali, Head, Group Public Affairs, AmBank Group at tel: 03-2036 1754 or email [sasa@ambankgroup.com](mailto:sasa@ambankgroup.com)**



From left to right: Kamaliah Aspan (Manager, Contact Centre-Outbound), Ng Chooi Yuen (Manager, Contact Centre-Inbound), Masitah Hj Harun (Manager, Support Unit), Aminudin Zainodin (Head of Contact Centre) together with Dato’ Dr Junaidy Abd Wahab (Political Secretary to Minister of Youth and Sports) and Ir. Nirinder Singh Johl (President of CCAM).