

The Customer Relationship Management and 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 is a strategic think-tank, an educational platform, and a progressive establishment geared towards constantly improving the caliber of industry professionals. It operates out of its new headquarters, which has a complete resource centre and training facilities. The CCAM is currently helmed by its President, Mr. Leo Ariyanayakam who is also Group CEO of Scicom (MSC) Berhad.