

## Rules

Lodged and Approved by Registrar of Society on 17 July 2007

### 1. NAME, PLACE OF BUSINESS AND POSTAL ADDRESS

(a) The association shall be known as PERTUBUHAN PENGURUSAN PERHUBUNGAN PELANGGAN DAN PERKHIDMATAN PANGGILAN Malaysia, or Customer Relationship Management and Contact Centre Association of Malaysia (CCAM) and subsequently shall be referred to as "The Association."

(b) The registered place of business of The Association shall be: -

CCAM Secretariat  
Part Level 1, Block B  
Kompleks Pejabat Damansara  
Jalan Dungun, Damansara Heights  
50490 Kuala Lumpur

or at any such place as may be determined by the Executive committee with the prior approval of the Registrar of Societies.

### 2. EMBLEM & COLOUR



Explanation of Logo:

#### Type

The distinction between CRM and CCAM was achieved with this design. Definition was established with the usage a 2 variations of the initial C, where the first C represents Customer Relationship Management, the second C representing Contact Center, the A representing Association and the M representing Malaysia. The direction is clear and the motive intended – the desired minimalist approach.

#### Fonts

Fonts chosen for the organization name is a san-serif type font known as Asenine Regular. The choice of font as well as the display of text in the lower case is deliberate for one reason. To lighten the load of the overall design. Focus is now maintained on the initials CCAM and the organization name complements the logo in terms of information as well as design.

#### Colour

Colour symbology is of lesser importance here. This is one situation where the design depicts the colour rather than the opposite. The proposed logo tends to lean toward a metallic design i.e. blue.

## **Rules**

Lodged and Approved by Registrar of Society on 17 July 2007

### **Layout**

The proposed layout complements the logo design. As described above, 2 Cs were used to show distinction, thus the layout of the organization name is displayed separated, above and below the logo. The full justification of the text creates a virtual pillar – and though the choice of fonts is a san-serif, it carries a sense of corporate solidarity through.

### **3. OBJECTIVES**

The objectives of The Association shall be as follows:

- (a) **REPRESENTATION** - To be the representative body for the Malaysian Customer Relationship Management and Contact Centre Industry.  
Strategic Goal – To be a recognized and respected Customer Relationship Management and Contact Centre Association to help propel Malaysia into the Knowledge-based Economy
- (b) **ACCREDITATION** – To uphold, develop and promote a superior quality in the delivery and management of Customer Relationship Management and Contact Centre and their principles, through a set of Malaysia service standards and providing a platform for members to achieve accreditation  
Strategic Goal – To be recognized as the expert and source of intelligence for all matters regarding Customer Relationship Management and Contact Centre in Malaysia.
- (c) **VOICE** – To be the recognized and acknowledged voice for Customer Relationship Management and Contact Centre members, especially in communication with the Government and Consumers.  
Strategic Goal – To be the acknowledged thought leader in Customer Relationship Management and Contact Centre matters by the Government, Media and other industries.
- (d) **FACILITATION** – To be the interface between users and suppliers, and to develop a platform for a Customer Relationship Management and Contact Centre ecosystem to thrive, locally and internationally.  
Strategic Goal – To be the platform of choice for the industry players to converge and do business.
- (e) **INNOVATION** – To be the catalyst and motivator to develop the Malaysian Customer Relationship Management and Contact Centre industry into a globally recognized and competitive concern, to encourage growth and participation in the ASEAN region.  
Strategic Goal – To position Malaysia as a regional hub for Customer Relationship Management and Contact Centres.

### **4. MEMBERSHIP**

- (i) Citizens and/or residents of Malaysia and above 18 years old of age residing or working in Malaysia without restriction of sex, race or religion who are working directly or indirectly in the

## **Rules**

Lodged and Approved by Registrar of Society on 17 July 2007

Customer Relationship Management Organization that operates a Customer Relationship Management function and or a Contact centre organization that operate Contact Centre function or a user to or a vendor to a Customer Relationship Management Organization and Contact Centre organization are eligible to be a member of the Association.

(ii) **Ordinary Members**

(a) Companies that operate a Customer Relationship Management and/or Contact Centre (known as Corporate). A Corporate is eligible to nominate 3 of its employees related to their Customer Relationship Management and/or Contact Centre as their representative ordinary member to The Association.

The employees of Customer Relationship Management and/or Contact Centre organizations (known as Individual).

(b) Students who are interested in Customer Relationship and/or Contact Centre industry can be allowed to be a member without the prior written approval from the vice chancellor of the university concern (known as student member).

An Ordinary member, except for student member, has voting right and may hold office in the Association.

(iii) **Associate Members**

(a) All vendors and suppliers dealing with Customer Relationship Management and/or Contact Centre organization in Malaysia (can be Corporate and Individual).

(b) Users of the Customer Relationship Management and/or Contact Centre organization (can be Corporate and Individual).

The Associate member has the same voting right as ordinary member and may hold office in the Association.

(iv) Persons qualified for membership under Clause 4(i) must submit a written application to the Secretariat and such application shall at the first convenient opportunity be submitted to the Secretariat for approval.

(v) Every applicant whose application has been approved as aforesaid shall, upon payment of the prescribed subscriptions (as defined in Clause 5), be admitted as an Ordinary/Associate member of The Association and shall be entitled to all the privileges of membership.

(vi) Persons who do not qualify for membership under Clause 4, may be accepted as Associate Member and such an application shall at the first convenient opportunity be submitted to the Executive Committee for approval. Upon approval by the Executive Committee, and payment of the prescribed subscription (as defined in Clause 5), such applicants shall be admitted to The Association as Associate Member and shall be entitled to all the privileges of membership.

(vii) The Executive Committee may at its discretion reject any application without having to give

## **Rules**

Lodged and Approved by Registrar of Society on 17 July 2007

reasons for such rejection.

- (viii) The Secretary shall keep a register of Ordinary and Associate members which shall be kept up to date and consist of details such as name, identity card number, date and place of birth, residential address, telephone number and place of employment. The register of members shall be conclusive evidence of the membership of The Association. Notwithstanding Clause 4(i) and 4(iv) and 4(v), any person whose name is not on the register of members is not a member of The Association.

### **5. ANNUAL SUBSCRIPTIONS**

(a) The membership subscription is divided into 5 categories: -

- 1) (a) Corporate Ordinary with 0-50 employees in Contact Centre RM1,000.00 per year with 2 voting rights.  
(b) Corporate Ordinary with 51-100 employees in Contact Centre RM2,000.00 per year with 5 voting rights.  
(c) Corporate Ordinary with 101-300 employees in Contact Centre RM3,500.00 per year with 10 voting rights.  
(d) Corporate Ordinary with 300 and above employees in Contact Centre RM5,000.00 per year with 15 voting rights.
- 2) Individual Ordinary RM100.00 per year with 1 voting right subject to clause 5(b) below.
- 3) Corporate Associate RM5,000.00 per year with 3 voting rights.
- 4) Individual Associate RM1,000.00 per year with 1 voting right subject to Clause 5(b) below.
- 5) Student member RM10.00 per year with no voting rights.

The membership pricing is indicative and maybe revised with the proposal of the Executive Committee and approval by the members at the General Meeting.

- (b) Voting rights are restricted to a maximum of 15 for corporate membership and 3 for individual membership from any company/organization, irrespective of its number of individual members.
- (c) All yearly subscription shall be payable in advance within 15 days (fifteen) days of the first of year. Payment shall be made to The Association's Treasurer.
- (d) Any member who allows arrears to overdue for 2 months shall be denied the privileges until

## **Rules**

Lodged and Approved by Registrar of Society on 17 July 2007

settlement of the amount without notice.

### **6. RESIGNATION**

Any member who wishes to resign from The Association shall give 2 weeks notice in writing to The Secretary and shall pay up all dues.

### **7. ORGANISATION**

- (a) The supreme authority of the Association is vested in The Association's General Meetings except where otherwise provided for in the rules.
- (b) The Management of the Association shall be vested in the Executive Committee and the instrumentalities thereof.
- (c) Any Amendments to the Constitution have to be approved by The Executive committee with the endorsement of the Advisory council.

### **8. GENERAL MEETINGS**

- (a) The Annual General Meeting shall be held before 1<sup>st</sup> April each year and 14 clear days' notice will be given of the meeting. The Agenda together with the audited accounts of the previous year will be sent to all Members 14 days before the meeting.
- (b) The Agenda at the Annual General Meeting shall be as follows: -
  - i. Approving the previous year Annual General Meeting minutes.
  - ii. To receive and adopt the Annual Report of the Chairman of the Executive Committee on the working of the Association during the previous year.
  - iii. To receive and adopt the Treasurer's report and the audited accounts of The Association for the previous year
  - iv. The election of an Executive Committee and to appoint two auditors for the ensuing year.
  - v. To deal with such other matters as may be put before it.
- (c) Any member who wishes to place an item on the Agenda of the General Meeting may do so, provided the member gives notice in writing to the Secretary 3 days before the meeting is due to be held.
- (d) At the Annual General meeting, the Executive Committee, at the expiry of their two-year term of office, shall retire and shall be eligible for re-election except the President, Vice Presidents, honorary Secretary and Honorary Treasurer who shall not serve in the same position for more than two (2) terms consecutively.
- (e) An Extraordinary General Meeting shall be called by a written requisition by  $\frac{1}{4}$  of the

## **Rules**

Lodged and Approved by Registrar of Society on 17 July 2007

Membership on or by instruction of the Executive Committee. On receipt of such requisition or instruction the Secretary shall call an Extraordinary General Meeting giving not less than 14 day's clear notice. Such requisition for an Extraordinary General Meeting shall be held within 30 days of the receipt of the requisition.

- (f) A resolution shall be passed if the meeting obtains a majority in votes of Members personally present, except that: -
  - i. a motion to propose an amendment or addition to this rule shall require a one-half majority in votes of Members personally present, and
  - ii. a motion to propose the disposal of assets on the winding up of The Association shall require a 3/5 majority votes of all Members of The Association.
- (g) Voting at General Meetings shall be by show of hands or, otherwise as the Chairman of the meeting may direct.
- (h) The quorum of all Annual General Meetings and Extra-ordinary General Meetings for all purposes, except in the case of dissolution of The Association, shall be at least one-half of the total membership of The Association or twice the number of Executive committee members, whichever is the lesser.
- (i) In the event of there being no quorum, the meeting shall be adjourned to the same day in the following week at a place and time to be appointed and should the number then present be insufficient to form a quorum, those present shall be considered a quorum, but they shall have no power to alter, amend or make additions to any of the existing rules.

### **9. COMMITTEE**

- (a) The Executive Committee, which shall hold office for a term of 2 years, shall consist of: -
  - i. A President
  - ii. Two Vice Presidents, one Called Vice President CRM /Contact Centre shall be elected representing organizations/individuals operating/working in a CRM function/Contact Centers or organizations/individuals receiving CRM/Contact Centre services i.e. elected from Ordinary Corporate or Individual member or Associate Corporate or Individual call centre user member. The second Vice President resident called Vice President (Industry) shall be elected representing the call center and CRM Support organizations i.e. Associate members who are Vendors and Suppliers.
  - iii) A Secretary
  - iv) A Treasurer
  - v) 10 ordinary Committee Members of whom 5 would be elected from organizations/ individuals operating/working in CRM/Contact Centers and or organizations/ individuals receiving CRM/Contact center services i.e. elected from Ordinary Corporate Member or Ordinary Individual member or Associate Corporate/ Individual CRM/Contact centre user member .The other 5 would be elected from the Contact center and CRM Support industry i.e. Associate members who are Vendors and Suppliers.

## **Rules**

Lodged and Approved by Registrar of Society on 17 July 2007

- (b) Names of the Executive Committee Members shall be proposed and seconded at the Annual General Meeting and election will follow on a simple majority vote of Members at the Annual General Meeting itself. All elected officers are eligible for re-election.
- (c) The function of the Executive Committee is to organize and supervise the day-to-day activities of The Association and to make decisions on matters affecting the running of The Association.
- (d) The Executive Committee shall meet at least once a month, and 7 days notice of each meeting shall be given to the Executive Committee Members. The President acting alone or not less than 3 of the Executive Committee Members acting together may call for a meeting of the Executive Committee to be held at any time. At least a third of the Executive Committee Members must be present for its proceedings to be valid and to constitute a quorum.
- (e) Where any urgent matter requiring the approval of the Executive Committee arises and it is not possible to convene a meeting, the secretary may obtain such approval by means of circular letter. The following conditions must be fulfilled before a decision of the Executive Committee is considered to have been obtained: -
  - i. The issues must be clearly set out in the circular and forwarded to all members of the Executive Committee.
  - ii. At least a third of the members of the Executive Committee must indicate whether they are in favor or against the proposal, and
  - iii. The decision must be by a majority vote.

Any decision obtained by circular letter shall be reported by the Secretary at the next Executive Committee meeting and recorded in the minutes thereof.

- (f) Any member of the Executive Committee who fails to attend three meetings consecutively without satisfactory explanation shall be deemed to have resigned from the Executive Committee.
- (g) In the event of the death or resignation of a member of the Executive Committee the candidate who received the next highest number of votes at the previous election for the post elected shall be invited to fill the vacancy. If there is no such candidate or if such candidate declines to accept the offer, the Executive Committee shall have the prerogative to co-opt any other member of The Association to fill the vacancy until the next Annual General Meeting.
- (h) The Executive Committee may appoint such Sub-committees or staff as it deems necessary. The Executive Committee may suspend or dismiss any members of the Sub-committee for neglect of duty, or for dishonesty, incompetence, refusal to carry out decisions of the Executive Committee or of any other reason which it deems good and sufficient in the

## **Rules**

Lodged and Approved by Registrar of Society on 17 July 2007

interest of The Association.

### **10. SUB-COMMITTEES**

- (a) A Sub-committee shall be formed by the Executive Committee as and when necessary.
- (b) The Sub-committees shall prepare Rules to govern their own particular activities which shall be submitted to The Executive Committee for approval before publication.
- (c) The Sub-committees shall submit to the Executive Committee copies of the minutes of the General Meetings.
- (d) The activities of the Sub-committee shall be arranged by the appropriate Sub-committee and due notice of such activities shall be given to The Executive Committee. Non-Association members shall not participate in any organized Association activities unless special permission is granted by the Executive Committee.
- (e) The Executive Committee shall undertake to publicise the organized programme of events which may be arranged subsequently.
- (f) No Sub-committee shall organize any activities for raising money unless prior authorization/approval has been obtained from the Executive committee. Where such authorization/approval has been given a full statement of accounts shall be rendered to the Executive Committee within 14 days of the conclusion of the undertaking.

### **11. DUTIES OF OFFICE-BEARERS**

- (a) The President shall during his term of office preside at all General Meetings and all meetings of the Executive Committee and shall be responsible for the proper conduct of all such meetings. The President shall have the casting vote and shall sign the minutes of each meeting at the time they are approved. The President shall in conjunction with the Treasurer, sign all cheques on behalf of The Association.
- (b) One of two Vice-Presidents in the sequence of Vice-President CRM /Contact Center first and Vice-President Industry second shall deputize for the President during the latter's absence.
- (c) The Secretary shall conduct the business of The Association in accordance with its rules, and shall carry out the instructions of the General Meeting and of the Executive Committee. The Secretary shall be responsible for conducting all correspondence and keeping of all books including a membership register, documents and papers except the accounts and financial records. The Secretary shall attend all meetings, and record the proceedings.
- (d) The Treasurer shall be responsible for the finances of The Association. The Treasurer shall keep accounts of all its financial transactions and shall be responsible for the correctness. The Treasurer shall in conjunction with the President sign all cheques on behalf of The

## **Rules**

Lodged and Approved by Registrar of Society on 17 July 2007

Association.

- (e) The Executive Committee members shall assist any duties as directed by the Executive Committee.

### **12. FINANCE**

- (a) All membership subscriptions shall be credited to the Account of The Association.
- (b) All monies collected by individual Sub-committee and the contribution or proceeds from social function shall be paid to the Treasurer of the Executive Committee for the credit of The Association. The Treasurer shall maintain a petty cash of RM500.00 at any one time. Money in excess of the amount shall be deposited in a Bank decided upon by the Executive Committee. The bank account shall be in the name of The Association.
- (c) Payments shall be made on the authority of the following. Any 2 of the following officers: - President, Vice-President/Vice President, Secretary and Treasurer.
- (d) The financial year shall be from 1 January to 31 December each year.
- (e) The Executive Committee has power to authorize the capital expenditure of a sum not exceeding RM50,000.00 per month for The Association purposes. Capital expenditure exceeding RM50,000.00 at any time shall only be incurred with prior approval of a General Meeting.
- (f) Expenditure below RM1,000.00 shall be approved by the President or Secretary.

### **13. TRUSTEES**

- (a) Five (5) Trustees, who must be voting members but not members of the Executive Committee, shall be appointed by The Association at a General Meeting.
- (b) If The Association at any time acquires any immovable property, such property shall be vested in Trustees upon declaration of a Deed of Trust. The Trustees shall deal with the property vested in them in such manner as the General Meeting may direct. Any Trustee may at any time resign his/ her trusteeship. If a Trustee dies or becomes a lunatic or unsound mind or moves permanently or is absent from Malaysia for a period of one year, he/she shall be deemed to have resigned his/her trusteeship. If a Trustee is guilty of misconduct of such a kind as to render it undesirable that he/she continue as a trustee, a General Meeting may remove him /her from his/her trusteeship.
- (c) Vacancies in the trusteeship may be filled by a new Trustee appointed at the General Meeting as soon as possible but the number shall not be greater than five or less than two. Notice of any proposal to remove a Trustee from his/her trusteeship or to appoint a new Trustee to fill a vacancy must given by affixing in the premises of The Association a document containing such proposal at least two weeks before the meeting at which the proposal is to be discussed. The result of such meeting shall then be notified to the

## **Rules**

Lodged and Approved by Registrar of Society on 17 July 2007

Registrar of Societies.

### **14. PROHIBITIONS**

- (a) Gambling of any kind such as playing of Paikow, Mahjong or video games, whether for stake or not, is forbidden on The Association premises. The introduction of material for gambling or consuming alcoholic or drug taking and taking bad characters into The Association premises are prohibited.
- (b) The funds of The Association shall not be used to pay the fines of members who have been convicted in Court.
- (c) The Association shall not attempt to indulge or in any manner interfere with trade or prices or engage in any Trade Union activities as defined in the Trade Union Ordinance.
- (d) The Association shall not hold any lottery, whether confined to its members or not, in the name of The Association or its Office-bearers Executive Committee or members.
- (e) The Association shall not indulge in any political activity or allow its fund and/or premises to be used for political purposes.

### **15. AMENDMENT TO RULES AND REGULATIONS**

- (a) Any alteration or additions to these rules and regulations shall be made by a resolution of a General Meeting, and they shall not come into force without the prior approval of the Registrar of Societies. Any amendment shall be sent to the Registrar of Societies within 28 days after the General Meeting.
- (b) Any changes to the rule can only be tabled for resolution if a minimum notice of one month is given before the Annual General meeting.
- (c) Any amendment to the rules must be approved by Executive Committee with the endorsement of the Advisory Council before it can be tabled to the Annual general meeting for adoption.

### **16. INTERPRETATION**

In the event of any question or matter arising of any point which is not expressly provided for in the Rules, The Executive Committee shall have power to use their own discretion.

### **17. DISSOLUTION**

- (a) The Association shall be dissolved with the consent of not less than 3/5 of the members of The Association expressed, either in person or by proxy at a General Meeting convened for the purpose, or by postal mail.

## **Rules**

Lodged and Approved by Registrar of Society on 17 July 2007

- (b) In the event of The Association being dissolved as provided above, all debts and liabilities legally incurred on behalf of The Association shall be fully discharged, and remaining fund will be divided equally amongst the members.
- (c) Notice of dissolution shall be given 7 days of the dissolution to the Registrar of Societies.

### **18. AUDIT**

- (a) Two persons, who shall not be office-bearers of The Association shall be appointed by the Annual General Meeting as Honorary Auditors. They shall hold office for one year and shall not be re-appointed.
- (b) The auditors shall be required to audit the accounts of The Association for the year, and to prepare a report or certificate for the Annual General Meeting. The auditors may also be required by The President to audit the accounts of The Association for any period within their tenure of office at any date, and to make a report to the Executive Committee.

### **19. BRANCHES**

- (a) The Association may form branches in Malaysia known as Regional chapters with the approval of a General Meeting and subject to the approval of the Registrar of Societies.
- (b) By-Laws pertaining to the formation of Branches shall be formulated by the Executive Committee and approved at a General Meeting and incorporated in the rules of The Association.