

Award by Vertical (for circulation)  
Inbound (over100 seats)

Item	Award category	Sub-category	By Industry	Company name	Service Award
1	Best In-House Inbound Contact Centre	(over 100 seats)	BFSI	Citibank Berhad	Gold
2	Best In-House Inbound Contact Centre	(over 100 seats)	BFSI	Malayan Banking Berhad	Bronze
1	Best In-House Inbound Contact Centre	(over 100 seats)	Telco	Maxis Bhd	Gold
2	Best Outsourced Inbound Contact Centre	(over 100 seats)	Telco	Scicom (MSC) Berhad - Nokia	Silver
3	Best Outsourced Inbound Contact Centre	(over 100 seats)	Telco	Scicom (MSC) Berhad - Singtel Helpdesk	Bronze

Award by Vertical (for circulation)  
Inbound (under100 seats)

Item	Award category	Sub-category	By Industry	Company Name	Service Award
1	Best In-House Inbound Contact Centre	(under 100 seats)	BFSI	AmBank (M) Berhad	Gold
2	Best In-House Inbound Contact Centre	(under 100 seats)	BFSI	ETIQA Insurance & Takaful	Gold
3	Best In-House Inbound Contact Centre	(under 100 seats)	BFSI	Great Eastern Life Assurance (M) bhd	Bronze
1	Best Outsourced Inbound Contact Centre	(under 100 seats)	GLC/Govt	VADS Business Process Sdn Bhd - Tabung Haji Contact Centre	Gold
2	Best In-House Inbound Contact Centre	(under 100 seats)	GLC/Govt	Employees Provided Fund	Silver
3	Best Outsourced Inbound Contact Centre	(under 100 seats)	GLC/Govt	VADS Business Process Sdn Bhd - Ministry of Education	Bronze
1	Best In-House Inbound Contact Centre	(under 100 seats)	Services	DHL Express (M) Snd Bhd	Gold
2	Best In-House Inbound Contact Centre	(under 100 seats)	Services	Asia-Pacific Information Services Sdn Bhd	Gold
3	Best Outsourced Inbound Contact Centre	(under 100 seats)	Services	Datacom South East Asia Sdn Bhd - Polycom	Silver
4	Best Outsourced Inbound Contact Centre	(under 100 seats)	Services	Datacom South East Asia (M) Sdn Bhd - HP Retail Publishing Solution	Bronze
5	Best In-House Inbound Contact Centre	(under 100 seats)	Services	Touch 'N Go Snd Bhd	Bronze
6	Best Outsourced Inbound Contact Centre	(under 100 seats)	Services	IBM Malaysia Sdn Bhd - Asean Regional Contact Centre (Dow Chemicals)	Bronze
1	Best In-House Inbound Contact Centre	(under 100 seats)	Telco	Sudong Sdn Bhd - SingTel Mobile General Enquiry Call Centre	Gold
2	Best Outsourced Inbound Contact Centre	(under 100 seats)	Telco	VADS Business Process Sdn Bhd - Premier	Silver
3	Best In-House Inbound Contact Centre	(under 100 seats)	Telco	Sudong Sdn Bhd - SingTel Homeline Call Centre	Bronze

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1	Best In-House Outbound Contact Centre	(over 100 seats)	BFSI	Malayan Banking Berhad	Gold
2	Best Outsourced Outbound Contact Centre	(over 100 seats)	BFSI	UTS Marketing Solutions Sdn Bhd	Bronze

Corporate Award (open category)  
- by submission

Service Award	CRM Programme Implementation Contact Centre (Open)
Gold	Maxis Bhd
Gold	Tenaga Nasional Berhad

Service Award	Process Excellence Contact Centre (Open)
Gold	Scicom (MSC) Berhad
Gold	Asia-Pacific Information Services Sdn Bhd
Silver	Celcom Axiata Berhad
Bronze	Malayan Banking Berhad
Bronze	Maxis Bhd

Service Award	People Contact Centre (Open)
Gold	Citibank Berhad
Gold	Scicom (MSC) Berhad
Silver	VADS Business Process Sdn Bhd
Silver	Maxis Bhd
Bronze	Malayan Banking Berhad
Bronze	Celcom Axiata Berhad

Service Award	Technology Innovation Contact Centre (Open)
Gold	Asia-Pacific Information Services Sdn Bhd
Gold	Scicom (MSC) Berhad
Gold	Tenaga Nasional Berhad

Service Award	Social Media Programme in Contact Centre (Open)
Gold	Maxis Bhd
Bronze	Etiqa Insurance & Takaful

Service Award	Most Creative Contact Centre (Open)
Gold	Scicom (MSC) Berhad
Silver	VADS Business Process Sdn Bhd
Bronze	Maxis Bhd
Bronze	UTS Marketing Solutions Sdn Bhd

Service Award	Most Green Contact Centre (Open)
Bronze	Maxis Bhd