

PRESS RELEASE

FOR IMMEDIATE RELEASE

TOURISM MALAYSIA CONTACT CENTRE WAS THIRD BEST AT THE 14TH MALAYSIA CRM AND CONTACT CENTRE INDUSTRY AWARDS 2013

PUTRAJAYA, 22 NOV 2013: The Tourism Malaysia Contact Centre (TMCC) was named third best contact centre in the public sector under the Best Government Contact Centre Award category at the 14th Malaysia Customer Relationship Management (CRM) and Contact Centre Industry Awards 2013 which was held at Sunway Resort Hotel & Spa in Bandar Sunway recently.

The Employee Provident Fund (EPF) contact centre was the winner of that category followed by runner-up, 1Malaysia One Call Centre (1MOCC).

At the same event, TMCC's vendor, ANBIZ Sdn. Bhd. won first place under the Vendor Award – Best Overall Contact Centre Solution Implementation for Outbound and Best CRM Solution Implementation.

The annual CCAM Awards was organised by the Customer Relationship Management and Contact Centre Association of Malaysia (CCAM) which has been at the forefront in developing the local CRM and contact centre industry in Malaysia.

The objectives of the annual CCAM Awards were to identify, recognise and honour distinguished members of the Malaysian contact centre industry who have – with innovation, persistence and focus – taken customer service to new heights. It acknowledged best practices in the customer service and contact centre industry with the aim of increasing customer service awareness, encouraging customer centricity from Malaysian enterprises and customer service individuals.

The contact centre industry is seen as a growing and potentially lucrative industry providing some 40,000 jobs in customer service based on statistics released by Kelly Services (M) Sdn Bhd.

Tourism Malaysia Contact Centre in Putrajaya was established in June 2013 and manned by the Domestic Marketing Division of Tourism Malaysia. Six tourism officers known as agents handle calls five work days a week between 8.30 am and 5.30 pm. They are briefed daily on the latest tourism events and products to ensure the delivery of accurate and current information.

Most of the enquiries come from locals and Singaporeans while the most frequently asked question is on accommodation options.

Based on a statistic by Domestic Marketing Division, the Tourism Malaysia Contact Centre received a total of 2,290 calls, 2,257 emails and 11,670 Facebook enquires from January to August this year.

Contact details for the Tourism Malaysia Contact Centre are as follows:

Tourism Info Line: 1 300 88 5050

Email: enquiries@tourism.gov.my

For further information, kindly contact Ms. Rosmahyati Mohd Anoar, Tourism Officer of Domestic Marketing Division, Tourism Malaysia at 03-8891 8426 or via email at rosmahyati@tourism.gov.my.

ENDS

For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10th most popular tourism destination in the world.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started this year with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

Press contact:

Media Relations Unit:

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division

Tel: +603-8891 8768

Email: razaidi@tourism.gov.my

Editorial Unit:

Ms. Anis Rozalina Ramli, Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my