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**KUALA LUMPUR:** Commerce Access Sdn Bhd (CASB), a trusted customer experience (CX) enabler, played a central role as the forum partner at Let's Talk CX – The Future of Intelligent Customer Engagement in uniting CX practitioners from diverse industries to exchange best practices.

Hosted by a leading public utility company, the forum convened more than 100 customer experience professionals and brought together national and global leaders, including representatives from DHL Express, Malaysia Aviation Group (MAG) and **Tenaga Nasional Berhad (TNB)**, with strategic guidance from the Contact Centre Association of Malaysia (CCAM).

CASB, in a statement, said the forum enabled participants to exchange best practices and explore how people empowerment, streamlined processes and advanced technologies such as artificial intelligence (AI), analytics and omnichannel platforms are reshaping customer engagement by uniting diverse industries under one platform.

"Insights from DHL Express, MAG and TNB connected Malaysia's service landscape to international best practices, demonstrating how proven strategies from high-demand industries can be adapted to strengthen customer experience across sectors, including public services," the statement read.

CASB Vice-President Afidah Kamaruddin said the company was proud to have played a central role in uniting CX practitioners from diverse industries to exchange best practices and uplift Malaysia's contact centre ecosystem.

"As the call centre provider to

a leading public utility company, we have seen firsthand how cross-sector collaboration can set new standards for service excellence.

"By bringing together regulators, state operators, global enterprises and technology leaders, this forum has created a powerful platform for collective action to advance customer experience nationwide," she said.

Meanwhile, CCAM President S. Vigneswaran also stressed the importance of such initiatives in shaping the future of the industry.

"Customer experience has become the business strategy that drives both growth and transformation. Partnerships like these are vital to professionalising the industry, empowering frontliners and embracing innovation," he said.

Building on this leadership, CASB drew on more than 15 years of expertise in managing large-scale, mission-critical programmes across government and enterprise, supporting millions of customer interactions annually, to guide the forum's focus on raising national service standards.

Recognised for its industry leadership, CASB has also been shortlisted by CCAM to represent Malaysia at the 2025 CC-APAC Regional Awards in Hong Kong for Best Contact Centre Operations, underscoring its role as a leading force in the region's customer experience landscape.

"Looking ahead, CASB aims to extend this momentum into a broader national journey, embedding CX excellence as a standard that strengthens trust, inspires innovation and positions Malaysia as a regional leader in customer engagement," the statement added. — Bernama