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2018 CUSTOMER EXPERIENCE ASIA EXCELLENCE AWARDS – ANNOUNCEMENT OF WINNERS
2018 Awards, Spanning 12 Categories, 148 Entries

2 October 2018, Singapore– CX Asia & CX Network congratulates all winners of the **2018 Customer Experience Asia Excellence Awards**, which were announced during the awards gala dinner on 26 September 2018 at the 6th Customer Experience Asia Summit.

“As customer experience (CX) moves to the top of the boardroom agenda in Asia, we are thrilled to witness the strength of the entries year-on-year. The Awards have come a long way with record-breaking participation from 71 companies this year as compared to just 28 companies when we first launched the awards in 2015.” said Ann Liu, Awards Director at CX Asia. “We thank all participants for sharing their CX milestones with us and the judges for their continuous support.”

The winners of the 2018 Customer Experience Excellence Awards are:

BEST DIGITAL EXPERIENCE

Gold: Alliance Bank Malaysia Berhad

Silver: Ministry of Manpower

Bronze: DBS Bank Ltd

Honorary Mention: Dialog Axiata Plc

Honorary Mention: Far Eastone

Telecommunications

CX VENDOR EXCELLENCE

Gold: Accenture Interactive Singapore

Silver: SPARC International Pte Ltd

Bronze: Tech Mahindra Business Process Services

Honorary Mention: Concentrix

Honorary Mention: Everise

BEST USE OF CEM TECHNOLOGY

Gold: AXA Hong Kong

Silver: Tenaga Nasional Berhad

Bronze: Hyperlab

Honorary Mention: DHL Express Singapore

BEST OMNI-CHANNEL EXPERIENCE

Gold: Alliance Bank Malaysia Berhad

Silver: Maybank

Bronze: Concentrix

Honorary Mention: Globe Telecom

Honorary Mention: Kanmo Retail Group & SmartOSC

BEST BRAND EXPERIENCE

Gold: Maybank

Silver: Ocean Network Express Pte Ltd

Bronze: AXA Affin General Insurance Berhad

BEST SOCIAL MEDIA STRATEGY

Gold: Celcom Axiata Berhad

Silver: HP Customer Support APJ Care Center

Bronze: Philippine Savings Bank

Honorary Mention: HDFC Bank Limited

BEST USE OF MOBILE

Gold: Hong Kong Tourism Board

Silver: Australia Post

Bronze: Philippine Savings Bank

Honorary Mention: Celcom Axiata Berhad

Honorary Mention: Coca-Cola Japan Company

BEST CONTACT CENTRE

Gold: HP Customer Support APJ Care Center

Silver: DBS Bank Ltd

Bronze: Celcom Axiata Berhad

Honorary Mention: DHL Express Bangladesh

Honorary Mention: National Environment Agency

BEST EMPLOYEE ENGAGEMENT

Gold: DBS Bank Ltd

Silver: HP Customer Support APJ Care Center

Bronze: RHB Bank Berhad

Honorary Mention: Alexander Mann Solutions

Honorary Mention: HSBC Electronic Data Processing (M) SdnBhd

Honorary Mention: PT AngkasaPura I (Persero)

BEST CUSTOMER EXPERIENCE AWARD

Gold: Orchard Turn Developments Pte Ltd

Silver: Philippine Savings Bank

Bronze: Ministry of Manpower

Honorary Mention: FWD Singapore Pte Ltd

Honorary Mention: Mumbai International Airport

Honorary Mention: NCS Pte Ltd

BEST CUSTOMER EXPERIENCE TEAM

Gold: Ministry of Manpower

Silver: Philippine Savings Bank

Bronze: Intuit Singapore

Honorary Mention: Ayudhaya Capital Services Krungsi

Honorary Mention: NTUC Club

Honorary Mention: Orchard Turn Developments Pte Ltd

BEST CX PERSONALITY

WINNER: Mary Felicia Sim, Orchard Turn Developments Pte Ltd

CX Rockstar: Zatina Zakaria, Etiqa Insurance & Takaful

CX Rockstar: Michelle Liew, RHB Bank Berhad

The awards this year welcomed a number of first-time participants who went on to win some of the night's biggest awards. Alliance Bank Malaysia Berhad was awarded Gold for both Best Digital Experience and Best Omnichannel Experience. Steve Monaghan, one of the awards judges, commended them on the use of thorough customer journey mapping in developing robust digital products that contributed to great lifts in customer resolutions and productivity. Similarly, a first for the Hong Kong Tourism Board, they were unanimously awarded Gold for the Best Use of Mobile winning the judges over with an entry that was "simple yet personable with exemplary operational integration and business results".

The 'Best Customer Experience Team' was awarded to the Ministry of Manpower. Their entry was lauded as particularly outstanding in the way they address customer issues – effective collaborations across the organisation to impact CX results and going so far as to define the language and tone to be used.

The most anticipated award of the evening, 'Best Customer Experience' went to Orchard Turn Developments Pte Ltd. With a total of 33 submissions, the judging process for this category has been tough. Troy Barnes, the head judge of the 2018 awards gave his input, "The CX team at ION Orchard adopted a 360 degrees CX approach from sights to sound to smell...from staffing to activities in the mall. No wonder ION Orchard is a leader in the CX space, demonstrating time and time again exceptional applications of their CX program".

Another highlight of the evening was the presentation of the Best CX Personality Award. The winner of this category requires a majority vote and the winner went to Mary Felicia Sim, Head of Service Quality Management at Orchard Turn Developments Pte Ltd. One of the judges succinctly explained why she was given the honor this year, "Under Ms. Sim's leadership, ION Orchard has an incredible customer experience program that touches every part of the customer and most importantly the

employee journey. Programs like this don't come as a result of processes or systems, it's the people that create, design, implement and live and breathe them every day. Her initiative, tenacity and vision in shaping ION's customer experience journey is simply inspiring and serves as a benchmark for all CX leaders".

Ann Liu, Awards Director at CX Asia, concluded the night by congratulating all participants, "This year's entries are exceptional – all participants should be very proud of their achievements. We are amongst the best so again, congratulations to all winners...and winners! Entries for the 2019 awards are expected to open next May and we look forward to an even more exciting and competitive affair!"

About the Awards

The Customer Experience Asia Excellence Awards is born out of a simple vision; to create an event honouring the highest level of achievement in customer experience across the Asian community. Presented at our flagship Customer Experience Asia Summit, the Awards pays tribute to teams, organisations and role models that lead the way.

For more information about the 2018 awards and winners, visit www.customerexperienceasia.com.