



LEARN FROM THE HIGHEST-RANKING PERFORMERS IN THE CX INDUSTRY

Unique examples of outstanding
CX initiatives our CXM Stars™ led in 2022.

Community as a driving force for the CX industry growth

Four years ago, we published our first list of CXMStars™ as a ranking of sorts for the best CX professionals and CX influencers in the industry. It wasn't perfect, but it was the start of something great.

We're here again - a new list of people to watch in 2023, incredible names that have given so much to CX as an industry.

Even though the 2023 CXMStars list demonstrates the diversity of CX profiles, our team is devoted to making our process even more inclusive in terms of demography, professional backgrounds, and gender representations.

We're stuck in the time of a looming recession; IPO headlines being replaced with the latest announcements of massive layoffs; and feelings of overall uncertainty that has taken over in the post-Covid/Ukraine war era. A community, their support and positive vibes are what everyone desperately needs.

Everyone at Customer Experience Magazine is aware of the importance and the responsibility we have to build, nurture and empower the community. Even though we're a small team, we're running a publication with a huge impact. We understand why sending the right message at the right time can cause a shockwave of positivity in the industry.

The Impact

But CXMStars™ caused much more than just a shockwave. Our reach with this competition is huge. To give you a perspective - there are 136,000 people in the CX industry credited on LinkedIn alone.

Here, we've seen more than 15,000 people engage with the posts related to the competition.

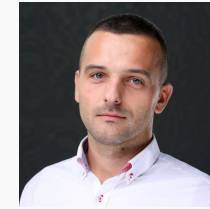
Over 300,000 people have seen those posts. We're involving the whole community and more!

Community Engagement

The CX community needs a place where they can safely engage with each other, openly communicate and share ideas - without a gatekeeper or a limitation on how you can be part of it. CXMStars™ for 2023 represents everyone equally.

There are people on the list coming from 12 countries and (unintentionally) 50% split between women and men on the list.

Speaking of community involvement, this year's CXMStars™ did involve the entire community. Anyone wishing to participate could either nominate themselves, someone else or just wait for the shortlist and cast their votes. This year, however, we've introduced a judging panel to enhance the ranking system and make sure they are as fair as they could be.



Aleksandar Ilić
Managing Director
at Customer Experience Magazine

Our Drive

People often ask what drives us to do such a list. The amount of work involved behind the whole project is enormous and it comes in addition to our every-day tasks of running the best and most popular CX publication in the world.

But we do it because we care. Truly. We love seeing every single one of the posts about the CXMStars™ and seeing people gaining the recognition they deserve.

And we'll keep doing it. After you realise you can make 50 people happy with a project like this, it would feel selfish to ever stop doing it.

Some of the companies represented by CXM Stars™



HSBC





15,000

LIKES

1,800

COMMENTS



7,000+

VOTES

150+

NOMINATIONS

12

COUNTRIES

5

CONTINENTS

CXM Stars™ in numbers

Judges

For the first time in CXMStars™ history, we had a fantastic judging panel!

60% of CXMStars™ scores came from 4 esteemed judges.

The inclusion of the panel enhanced the ranking system and made sure they are as fair as they could be. For fair rankings and allocations of scores, we need credibility and support.

Here's a breakdown of how the judges allocated the Stars' points - for their answers in their application, as well as fixed number of points for relevant awards, certifications and publications.

RATING	POINTS
Outstanding	80-100
Great	60-79
Adequate	40-59
Limited	20-39
Weak	0-19
CERTIFICATES	AWARDS
0-5	0-5

There are 6 criteria that will be assessed. Each criteria is worth 100 points - making a total of 600 points. Below you can see an example of the points calculation.

Professional background	82
CX Initiative of the year	65
Leadership approach	85
Business impact	85
Overall contribution	72
Accountability and vision	61
TOTAL SCORE	450
VOTES FROM THE PUBLIC	100
Judge 1 average score	72.5
Judge 2 average score	85.0
Certificates	4
Awards	5
Total scores judges	87.5
Voting score	100
FINAL SCORE	92.5

Meet the Judges of CXM Stars™ 2023

Nienke Bloem

Co-founder and facilitator
of The Customer Experience Game



Nienke is an esteemed customer experience expert, credited with many great capabilities in the field. She is an international keynote speaker; works closely on the 2-day CX masterclass; and a CX consultant associated with KirkmanCompany. Nienke is also one of the first Authorised Resource and Training partners of the CXPA.

Nate Brown

Senior Director of CX at Arise
Co-Founder of CX Accelerator



Who better to join our judging panel than the 2019 CloudCherry CX Influencer of the Year?! Nate Brown authored The CX Primer; co-created CX Accelerator; serves as the Senior Director of CX at Arise Virtual Solutions; and has been named a top global CX thought leader by ICMI, Martech, Netomi, and more.

Lama Shanti

Head of Digitisation & CX Department
Palestine Telecommunications Company



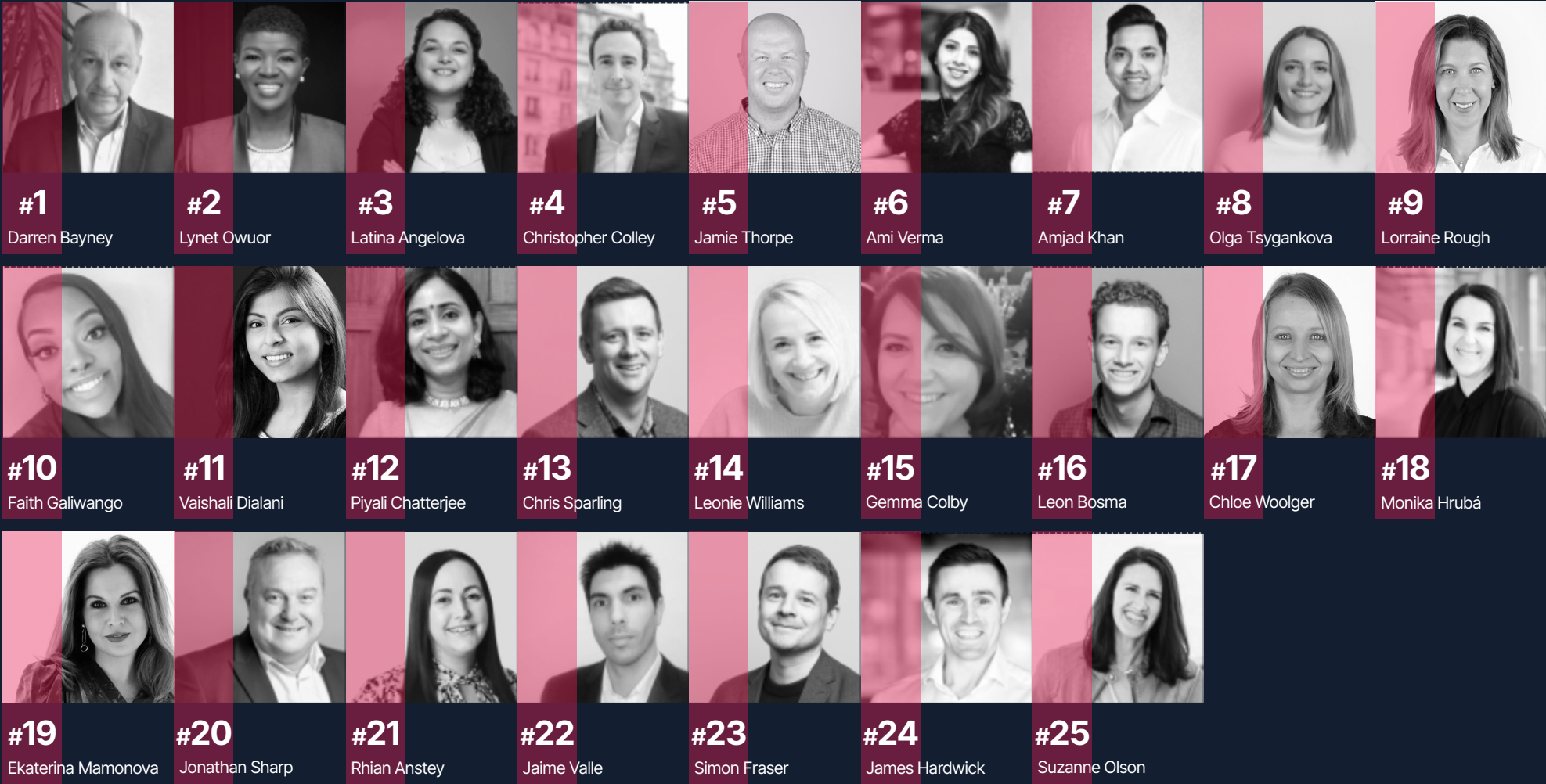
Lama Shanti judged at 4 Awards International events, including Turkey Customer Experience Awards and the US Customer Experience Awards. She has worked for the Palestine Telecommunications Company for over 14 years. As well as being a digital transformation and CX speaker, Lama is also a women's rights advocate.

Ian Golding

CCXP, CEO & founder
of Customer Experience Consultancy



Ian Golding is a highly influential freelance CX consultant. He published 'Customer What? The honest and practical guide to customer experience' in 2018. Also closely tied to Awards International, Ian is the chairman of the judging panels of the UK Customer Experience Awards, and the Gulf Customer Experience Awards.



Selected entries and impressive achievements of the highest-ranking CXMStars™ 2023

CX Professionals

#1



Who:

Darren Bayney

Organisation:

BT Enterprise

Role:

Field Service Transformation Consultant

Industry:

Telecommunication

Country:

England

About Darren

Darren Bayney is a Customer Service Consultant at BT Enterprise. He champions and leads new CX initiatives to transform BT engineering Field Service experience with SME and Corporate customers. Passionate about understanding & enhancing the Field Service engineer experience, Darren has championed the introduction and deployment of Digital Technology tools for our Business Field engineers in 2020 to enable them to work from home during the COVID restrictions.

Darren's success story

#Digital transformation

Across BT Enterprise in 2022, I continued to drive the use of a transformational digital visual solution called Rescue Live Lens to support our Customer Service & Sales colleagues. This allows our Field Engineers & Customer Service teams to send a SMS text message to a customer or another colleague to showcase a link on their Mobile phone. When the link is accessed it will convert the individuals' mobile into a visual camera which the engineer can then see. Making complex service issues much clearer and easier to deal with and creating a new customer experience & virtual service offering. This digital solution has been a game changer for BT Enterprise, and revolutionised the way BT Enterprise employees managed their interactions with their customers.

Professionals Category

CX impact and business benefits

Through the collaborative work with BT Enterprise Field Service we have delivered year on year service improvements. The benefits delivered include the reduction of engineering wasted visits to our customers by 33%. The reduction of wasted visits has also enabled the saving of engineering travel time. The savings have then supported the reduction of CO2 emissions and supported our environmental agenda. The work and usage of Rescue Lens was also factored into our BT Enterprise UK CXA award entries, which saw BT Enterprise achieve 2 Silver team awards at the Finals in Oct 22.

On leadership

#Collaborative leadership

I look to allow CX solutions to develop from the best ideas of the team. I'm focused on taking a team approach in problem solving while modelling the behaviours I am hoping to be demonstrated across the team. The basis of this type of 'collaborative leadership' has been to showcase 'trust' and to give team members responsibility and ownership for their work. Ensuring that I show that I value their input - through reward or recognition - whilst understanding and leveraging the value add and expertise they bring to the task.

#2



Who: Lynet Owuor
 Organisation: Amazon Web Services (AWS)
 Role: Customer Optimisation & Enablement Leader
 Industry: IT
 Country: Netherlands

Lynet works for Amazon Web Services (AWS) in the Netherlands as a Customer Optimisation and Enablement Leader for the Nordics, Benelux & Baltic Regions. She is the Global Award Winner - CX Professional of the Year 2021 by Awards International.

Lynet's success story

#Constructive feedback

I rolled out the Internal Satisfaction Survey (ISS) measure to enable us to develop attitudes and behaviours that would make us the preferred choice to our external customers in my previous employment. This metric is used to measure collaboration through peer to peer reviews where we track the level of internal collaboration amongst departments that work closely with each other daily.

Feedback received from staff is shared with the respective departments for overall service improvements and work process improvements (re-engineering). Staff recognised as most helpful are also awarded. I came up with a metric that would make teams first look at themselves and question their motives and actions. Also, one that would enable team members who work closely with each other to give candid and constructive feedback, and hold each other accountable.

On leadership

#Servant leadership

My leadership style is collaborative. I pride myself in being a Servant Leader. What inspires me to work in the CX profession is that CX is a noble job that shapes humanity and forever reminds me to be humble, to regard others more highly than myself and treat others with respect! CX fosters positive relationships for all humanity. For others it's a job. But for me, CX is a lifestyle. To give constructive feedback, I apply the EEC model - Example (describes the actual behaviour), Effect (describes the impact caused by the behaviour) and Change/Continue (describes what an individual needs to change or continue doing to achieve better results).

#3



Who: Latina Angelova
 Organisation: GemSeek
 Role: Director Commercial Growth
 Industry: CX consulting
 Country: Bulgaria

I started working at GemSeek in 2015 as a Business Analyst. I often went beyond my immediate responsibilities because of my main interest – customer behaviour. I fully created and organised GemSeek's internal processes for market intelligence and CX projects. I increased yearly growth in MI & CX projects by seven times.

Latina's success story

#Predictive models

In 2022 I led the design and implementation of NPS Programs for clients of GemSeek. Two of the biggest programs I led were in the healthcare domain. I helped the fourth largest vendor in diagnostic imaging secure a budget for a competitive CX program in front of their board of directors. I designed materials around the benefits.

As a result, the client, with the help of GemSeek, was able to design its first-ever competitive CX research with nearly 1000 healthcare practitioners and hospital admins in 4 markets: Japan, USA, Germany, UK. My second biggest achievement in this realm was critical care and surgery, where I helped the vendor revamp and expand a US-based CX program from the perspective of both clients and employees into Europe. The program covered five markets: UK, Spain, France, Germany, and Italy with over 1000 healthcare practitioners and hospital admins and over 1000 employees.

CX impact and business benefits

My vision for 2023 is to expand knowledge about competitive CX benchmarks and solution validation in healthcare and B2B. Competitive CX benchmarks, especially executed in a meaningful way, are still a rare thing both in healthcare, and in the B2B world in general.

I want to educate companies on the importance of benchmarking and the strive to be continuously the best out there. Truly the best. I want companies to really understand the power of customer experience. In B2C one dissatisfied customer who leaves may be a needle in a bale of hay. In B2B – it may cost millions.

Professionals Category

#4



Who: Christopher Colley
 Organisation: Qualtrics
 Role: Global Head of Industry Advisory, Financial Services
 Industry: Technology
 Country: England

In January 2022, I accepted a new role to help expand Qualtrics' footprint in financial services globally. My focus for 2022, therefore, was all about accelerating the company's impact among banks, insurers and wealth managers.

Christopher's success story

#Stakeholders engagement

We launched a number of critical initiatives, including an original research study to uncover industry trends, and identify what CX leaders in financial services do differently. We also hosted a series of roundtable-format "city tours", for financial services leaders across Europe, North America and Latin America. Our research showed that 65% of financial services executives consider CX to be a critical priority for their organisations, so we wanted to create forums to explore region-specific CX issues, and help our clients maximise value from their customer-focused investments.

CX impact and business benefits

The projects delivered significant value to our company and clients alike. As well as establishing new CX communities in different markets, the roundtables were a great way to get even closer to our customers. Understanding our financial services clients' needs has empowered us to launch new solutions to industry-specific challenges — for example, a pre-built solution for retail banks and credit unions that need a faster way to inform their CX strategies and actions. And the various initiatives led to the creation of new marketing assets and public case studies that highlight our work in helping clients create more human-centric experiences.

#8



Who: Olga Tsygankova
 Organisation: Medallia
 Role: Principal Experience Consultant
 Industry: CX management
 Country: England

My role is to advise the clients on best practices and help them understand the best way to achieve maximum impact for their customers and business bottom line, as well as support them in execution of this transformation.

Olga's success story

#Patient experience

When you look at a pharma company operations and daily activities, patients are typically only involved in the clinical trials when drugs are being developed - which are run by a specific team and not really visible to others in the company, and through various research done throughout the year. There isn't an opportunity for the company employees to listen to patients ongoingly and improve their work in real-time. Me and my team wanted to change that with the Voice of Patient program. To achieve this, we set the following objectives:

- a) designVOC programme together with patients - defining which moments we would like to collect feedback on and how.
- b) to roll it out in 4 key markets - so that we can learn, iterate and roll out broader later on.

My role in all of this was to lead the client team and help them learn from other clients, within pharma but also outside of it, helping them define the best roadmap and plan, design VOP program but also execute it in most effective way - getting buy-in, with the right enablement and right process in place.

CX impact and business benefits

Our main achievement of the year was getting this huge company to change their mindset, find a way to overcome legal and regulatory challenges, co-design with patients and actually execute in such a short period of time. In 2023 we will measure business impact, as well as impact on patients experience.

Professionals Category

#11



Who: Vaishali Dialani
 Organisation: Konabos Consulting
 Role: CX Analyst
 Industry: CX consulting
 Country: UAE

Recognised as CXPA's Emerging leader Middle East 2022, I believe in the power of making customer experiences simple and seamless. My ongoing contributions from the Middle East, have opened up a lot of opportunities for me to bring in my unique perspectives to enhance customer experiences.

Vaishali's success story

#CX research

I led as a researcher with IDEO using human-centred design thinking to improve NOW Money mobile application service offerings. NOW Money is a mobile money account for low-income migrants in the UAE, it is aimed to help migrant workers get access to financial services and take control of their money in the Middle East. The challenge was discoverability and awareness of our mobile services, due to poor design experience and lack of clarity on customer needs.

As a key stakeholder in this project, I conducted interviews with over 100 users, regulated ethnographic research sessions in labour camps, learnt about preferred interaction models, gathered insights on behaviour, executed A/B tests, inculcated standardised customer tone of voice and so much more.

CX impact and business benefits

It's one of the most rewarding CX initiatives taken in 2022 and makes me feel extremely happy to see how simplicity can make people's lives easier and improve their experiences. The mobile application is currently being used by over 70,000+ users and it has increased our app engagement by over 35%.

Professionals Category

#13



Who: Chris Sparling
 Organisation: Reputation
 Role: CX Strategy Director
 Industry: Reputation management
 Country: England

Being able to make a difference and see actual change and improvement was my main inspiration for working in the CX industry.

Chris's success story

#Customer Feedback

Many hospitality brands are interested in capturing Dish level feedback. Creating an elegant solution that is cost effective and doesn't create a negative experience when completing a survey isn't easy. We wanted to maximise the insights and data we already had across many hospitality brands, so the initiative I led was to build out specific menu items with our restaurant text analytics.

This enabled us to ensure the surveys didn't become longer and using our text analytics we can start to view sentiment at the dish level based on what customers were talking about in their overall comments.

CX impact and business benefits

Many of our hospitality clients are utilising this functionality to make real decisions about their menu items. One client not only improved overall food sentiment but saved £300k+ by removing certain items based on the insights we have highlighted through customer verbatim.



Selected entries and impressive achievements of the highest-ranking CXMStars™ 2023

CX Influencers

#1



Who:

Ginger Conlon

Organisation:

Genesys

Role:

Thought Leadership Director

Industry:

Software and Call Center Technology

Country:

USA

About Ginger

An award-winning editorial leader who has covered CX and marketing for the majority of her career, Ginger Conlon is currently thought leadership director at Genesys and co-host of its Tech Talks in 20 podcast. In her prior roles as chief editor of Direct Marketing News, 1to1, and CRM magazines, she set the editorial vision and strategy, which led to increased readership, reader engagement, and revenue. She's a sought-after speaker and has been cited on several lists of notable industry insiders to follow on social media. Ginger received a DMCNY Silver Apple lifetime achievement award for her contributions to the marketing industry.

Ginger's success story

#Thought leadership

Over the past year, I was the most-read contributor to CX magazine, which means research and insights I've shared are finding their way to practitioners who hopefully will be inspired to enhance their customer and employee experience initiatives. Additionally, my contributions to the Genesys blog — including new types of coverage, such as reporting from industry events — helped to significantly increase our blog readership.

Influencers Category

And since I took over as co-host and content lead of Tech Talks in 20, our podcast listenership has increased month over month. And, finally, one of the reports I initially devised and then co-led, took a completely unique look at what's most important to contact center agents globally about their job and what they truly value.

CX influence

Findings from research I've worked on has made its way into everything from keynote presentations to blog posts. For example, one finding — 70% of consumers globally say a company is only as good as its service — was part of Genesys CEO Tony Bates' opening remarks during his keynote at Xperience 2022, our customer conference. And that one data point has been used in nearly a dozen blog posts and articles and during countless presentations.

#2



Who: Gabriela Ciupitu
 Organisation: Customer Experience Romania
 Role: Founder
 Industry: CX consulting
 Country: Romania

My primary mission is to connect customers and employees with the brand, products and services, and the organisation through emotions and judgment. I am actively promoting the CX in Central and South-East Europe, organising public events and conferences with CXPA and Awards International to set up global standards for CX and EX in the region.

Gabriela's success story

#Community leader

Despite all threats and economical restrictions, I have continued CX activities initiated in previous years and even increased in several areas where customers expected the "extra mile" support. It is difficult to underline only one activity I was proud of, and I can list some of them. I have gathered the Romanian CX Professional Community in monthly activities and in a large online event during CX Day. I have encouraged and supported SE European companies to attend international events and awards with a great success on "Best Digital Transformation" where Mediatel Data ended on 1st place.

CX Influence

I created and developed the Romanian CX Professionals Community with the aim to bring people together with the passion for CX. I organise monthly events to discuss CX hot topics, share best practices and challenges and invite experts from Romania and outside. CX day event has a great success and has been appreciated by the audience (more than 100 people) for the concise and practical content and valuable speakers.

Influencers Category

#4



Who: Nathalie Schooling
 Organisation: nlightencx
 Role: CEO
 Industry: CX consulting
 Country: South Africa

I'm an experienced customer service strategist, trainer, and improvement specialist with almost 30 years of experience in the customer service and experience industry. I founded my own CX business, nlightencx in 2005, which I have grown into a multiple award-winning customer experience company, recognised as one of South Africa's leading CX enterprises.

Nathalie's success story

CX Influence

#Regional Industry development

Me and my team have launched South Africa's first B2B Customer Experience book which sold 600 copies in just six weeks, with minimal advertising. 80% of our new business generated in 2022 was through referrals, which is an indicator that our solid reputation within the CX industry has only grown stronger over the last two years.

Our own internal client satisfaction rating was 93 % - a stellar score that affirms our place as the leading CX company in South Africa.

#5



Who: Nick Hague
 Organisation: B2B International
 Role: Head of Growth, Co-Founder
 Industry: Market Research
 Country: England

When I co-founded B2B International over 20 years ago my goal was to help the world's largest companies to improve the customer experience they deliver. Fast forward 20 years and I've worked for half of the world's largest business to business companies helping them with their CX research. From humble beginnings (just 3 of us in Manchester), we now have over 120 employees, with offices around the world.

Nick's success story

#Helping others

B2B International is the worlds largest business to business market research agency that specialises in helping the worlds biggest brands to deliver world class CX to their customers through the programmes we design and manage for our clients. Over the years I've helped hundreds of companies develop, implement and track their CX strategies to become differentiated in their field and win some awards along the way too.

CX Influence

I host the B2B Insights Podcast. In 2021 we launched the CX Masters series and the CX Practitioners series and this achieved over 10k downloads. Momentum continued at pace in 2022 and last year we achieved over 13k downloads and our latest series 'The Future of B2B Experiences' has achieved over 4k downloads since its launch in November 2022.

Influencers Category

#14



Who: Rebecca Brown
 Organisation: Think Wow Limited
 Role: Founder
 Industry: CX consulting
 Country: England

In 2022, I was accepted onto the LinkedIn Creator Accelerator programme. I was one of only 150 UK people to be accepted and the only person working in the CX industry. I used this platform to highlight the importance of diversity, equity and inclusion in customer experience.

Rebecca's success story

#Women leadership

I was selected as the official Keynote speaker for HubSpots international women's day event, where I shone a spotlight on why we need more women in leadership, and CX leadership in general, along with what I think some key barriers to this are. The big questions I've asked this year have predominantly been around how we can get more women into CX leadership, how we can ensure our customer experience design is inclusive and how we can use the industry to help create more equitable customer experiences in the UK.

CX Influence

My main activity on social media is on LinkedIn, where I have 31,000 followers and in the last 12 months my CX content has gained 4,960,014 views. I've received 37,000 comments and had my content re-shared 929 times.



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CX NEWS



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