



12th EDITION



ASIA
EXCELLENCE
AWARDS

Celebrating Brilliance

17 JUNE 2026 • SINGAPORE

**Recognising Asia's Most Prestigious
and Innovative CX Industry Leaders**

WWW.CXASIA-AWARDS.COM



ABOUT THE AWARDS

The CX Asia Excellence Awards are Asia's foremost recognition for exceptional achievements in customer experience. This prestigious event celebrates the best practices and transformative strategies that have elevated the CX landscape across the region.

Now in its 12th year, the Awards have become a cornerstone for CX professionals and organisations committed to customer-centric excellence. Judged by a panel of esteemed industry leaders, winners are recognised for their leadership, innovation, and strategic accomplishments in delivering exceptional customer experiences.

Winners will be honoured at the annual CX Asia Excellence Awards Networking Dinner, where they will be celebrated for their contributions to the industry. This event offers a unique opportunity for networking, learning, and inspiration, making it a must-attend for CX leaders seeking to stay ahead of the curve.



AWARDS DINNER THEME: DISCO NIGHT

Win Attractive Prizes
in Our Best Dressed Competition

IMPORTANT DATES

August 2025
Submissions Open

30 January 2026
Submissions Deadline

13 February 2026
Shortlisted Finalists
Announced

17 June 2026
Winners Announcement
CX Asia Excellence Awards
Networking Dinner



AWARDS CRITERIA

WHO CAN ENTER?

The CX Asia Excellence Awards 2026 is open to all CX initiatives, campaigns or programs which demonstrate results from the period of January 2025 to January 2026. Initiatives or strategies developed and implemented prior to this period are also eligible, provided the results and impact were measured during the past year.

- Organisations from the following regions are eligible: South Asia, Southeast Asia, ANZ, North Asia and Middle-East.
- Organisations must have an office in the eligible region, and work must have been carried out for a regional and/or global market that included any country in that region.
- Organisations may submit in multiple categories but will be limited to 1 entry per category
- Solution/technology/vendors are only allowed to submit their application(s) under the following conditions, where the application(s) is/are focused on how the specific technology/tool was leveraged to drive CX excellence and transformation:
 - Application(s) are submitted on behalf of their client
 - Application(s) are submitted in partnership with / together with their client
 - Solution/technology/vendors are not allowed to submit any application(s) as a standalone entity, and such entries will automatically be disqualified.

JUDGING CRITERIA

Entries are scored using pre-determined criteria, with written entries being assessed to provide short-listed finalists. Winners from each category are identified based on the highest scores. The scores will be awarded based on two parts:



General Questions:

Serves as background information to your application.



Category Specific Questions:

There is a standard set of 5 criteria across all the categories. All 5 criteria will be used for both the short listing of finalists and for scoring written entries by the judging panel.

2026 AWARD CATEGORIES



BEST DIGITAL EXPERIENCE

The award recognises exceptional customer experience across digital channels. It provides a platform for sharing best practices in engaging tech-savvy consumers through aligned digital platforms, marketing, and customer interactions.



BEST CX AGENCY

This category celebrates the agency that has delivered exceptional customer experience (CX) solutions on behalf of its clients. The award recognizes excellence in strategy, innovation, and execution across the customer journey—demonstrating a deep understanding of customer needs and a measurable impact on engagement, satisfaction, and business outcomes.

NEW



BEST USE OF CX TECHNOLOGY

The award recognises companies that have effectively used technology to improve system efficiency, resource management, and customer service quality. Connectivity and integration of these technologies will also be considered.



BEST USE OF DATA & CUSTOMER INSIGHTS

The award recognises companies that use customer insights to deliver tailored and transformative experiences. It honours teams that have used data and insights to redefine the foundation of customer experience.



BEST EMPLOYEE EXPERIENCE

The award recognises companies with the most effective workforce engagement strategies. Submissions must demonstrate successful strategies that increase employee fulfillment, including methods and metrics used to measure ROI.



BEST OPERATIONAL EXCELLENCE

This category honors teams, initiatives, or organizations that have demonstrated outstanding performance in streamlining operations, improving efficiency, and driving sustainable business outcomes. Entries should showcase how operational strategies, process improvements, or innovations have led to measurable gains in productivity, quality, cost savings, or customer satisfaction. Judges will look for clear examples of data-driven decision-making, cross-functional collaboration, continuous improvement, and long-term impact.

NEW



BEST INTELLIGENT OR VIRTUAL AGENT

This category recognizes the most effective, innovative, and human-centric use of intelligent or virtual agents—such as chatbots, voice assistants, or AI-powered customer service tools. Entries should demonstrate how the agent enhances user experience, automates interactions, and delivers accurate, context-aware responses across channels. Judges will evaluate the sophistication of the technology, ease of use, scalability, personalization, and measurable business or customer impact.

NEW



BEST USE OF AI

This category recognizes the most innovative, effective, and responsible application of artificial intelligence in solving real-world problems or enhancing business, creative, or social outcomes. Entries should demonstrate how AI was thoughtfully integrated into a product, service, or process to drive measurable impact, efficiency, personalization, or insight. Submissions will be evaluated on originality, impact, ethical considerations, and the clarity of the AI's role in delivering value.

NEW



BEST CONTACT CENTRE

The award recognises contact centres that use innovative methods to provide quality customer support. Judges will consider submissions based on the use of effective contact center management principles, regardless of size.



BEST CUSTOMER JOURNEY MANAGEMENT

This category honors organizations that excel in designing, managing, and optimizing customer journeys across all touchpoints and channels. Entries should demonstrate a deep understanding of customer needs and behaviors, as well as the strategic use of data, technology, and cross-functional collaboration to deliver seamless, personalized, and impactful experiences. Judges will assess the clarity of journey mapping, measurable outcomes, innovation, and the ability to drive engagement, loyalty, and business value through effective journey orchestration.

NEW



BEST CX TEAM & LEADERSHIP

This category celebrates outstanding customer experience (CX) teams and their leadership for delivering exceptional, consistent, and customer-centric strategies across the organization. Recognizing both the collaborative efforts of the team and the visionary direction of its leaders, entries should showcase how CX initiatives have led to measurable improvements in customer satisfaction, loyalty, and overall experience. Judges will consider innovation, team culture, cross-functional alignment, strategic impact, and the ability to drive meaningful change through CX excellence.

NEW

SUBMIT YOUR ENTRY HERE



FROM SUBMISSION TO CELEBRATION: YOUR PATH TO A CX ASIA EXCELLENCE AWARD

HOW TO PARTICIPATE

CHOOSE YOUR CATEGORY(IES) & COMPLETE THE ENTRY FORM

Choose the relevant award category(ies), and submit your application forms on our website: www.cxasia-awards.com



SUBMIT YOUR ENTRY

Submit your application through our online portal. The deadline for submission is 30 January 2026.



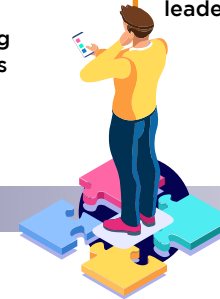
WAIT TO HEAR IF YOUR ENTRY HAS BEEN SHORTLISTED

Once entries have closed, your submission will be assessed by our panel of esteemed judges. If your entry is shortlisted, you will be contacted shortly after the judging period has concluded. The Awards Finalists will be announced in 13 February 2026.



AWARDS ANNOUNCEMENT

Winners will be announced at the CX Asia Excellence Awards Networking Dinner on 17 June 2026 in Singapore. Join us for a week of exciting thought leadership, networking, and celebration.



PAST AWARDS WINNERS

atome 

 **Bumrungrad**
International
HOSPITAL



 **CIMB BANK**

 **Corp**

DF
RETAIL GROUP




gentari


heygoody

 **InLife**
INSULAR LIFE

Lenovo

 **Manulife**


MEGAWORLD

 **sinar mas land**



Telin
Telkom Indonesia

 **TIDLOR**

Trip.com

 **UOB**

PAST AWARDS PARTICIPANTS

atome 

CNI
INDUSTRIAL

الدرعية
DIRIYAH

DUBAI
HOLDING
COMMUNITY MANAGEMENT


gentari

 **Guild**
Solutions
Inc.

 **HELP**
University
university of achievers

indosat
OREDOO HUTCHISON

INSEAD The Business School
for the World®


INTERCOM

Janus Henderson
INVESTORS

 **JEBSEN & JESSEN**

Lenovo

 **LOLC**
FINANCE

 澳門自來水
MACAO WATER

 **Malaysian**
Aviation Commission
Suruhanjaya Penerbangan Malaysia

 **Manulife**



Medallia


mediacorp


MEGAWORLD

 **MSD**

 **NUS**
National University
of Singapore

 **เงินดีดี**

 **ntuc**
Club

PROHANCE

BSDCITY
Big City. Big Opportunity

 **sendbird**

SHARP

 **Singtel**

 **Swift**

Telin
Telkom Indonesia

 **InLife**
INSULAR LIFE

Trip.com


UNIVERSITI
TEKNOLOGI
PETRONAS

 **UOB**

SPONSORSHIP OPPORTUNITIES WITH CX ASIA EXCELLENCE AWARDS

Raise your brand profile. Affiliation with the awards event promotes strong brand recognition. Your involvement ensures industry recognition for your company; and promotes corporate identification as a CX leader from existing and potential customers alike. Showcase your leadership, ingenuity & innovation. To stand out and be successful, you must be seen to lead. Establish your organisation as thought-leaders in front of an elite audience of key CX decision-makers in Asia. Network and celebrate Asia's CX achievements in a prestigious and intimate setting.

WHY SPONSOR?



RAISE YOUR BRAND'S AWARENESS amongst Asia's elite CX community



ENHANCE YOUR CUSTOMER RELATIONSHIPS with invites to the awards dinner



SHOWCASE YOUR SUPPORT for organisations within the CX community

To find out more about Awards Networking Dinner sponsorship opportunities, please contact us at sponsorship@iqpc.com.sg.

COCKTAIL RECEPTION SPONSOR

\$35,000

- Branded as 'Cocktail Reception Sponsor'
- Pre & post-event branding across all marketing channels and materials of event
- Premium on-site branding at the cocktail reception area
- 3x3m exhibition booth space at the networking hall of CX Asia 2026
- 5-minutes welcome address at the start of the cocktail reception
- 1x Table of 10 Seats for Staff / Clients to Attend
- 2 delegate conference passes to the main conference
- Access to Awards Delegate List (Name, Job Title, Company) for lead generation

AWARD CATEGORY SPONSOR

\$20,000

- Branded as 'Award Category Sponsor'
- Pre & post-event branding across all marketing channels and materials of event
- 3x3m exhibition booth space at the networking hall of CX Asia 2026
- Opportunity for a Senior Representative to present the winners for the specific category
- 1x Table of 10 Seats for Staff / Clients to Attend
- 1 page advertisement to be included in the awards and winners' brochure
- 2 delegate conference passes to the main conference
- Access to Awards Delegate List (Name, Job Title, Company) for lead generation

BRANDED GIFT SPONSOR

\$18,000

- Branding of table gift with company logo (1-colour-only)
- Possible table gifts include table wine tag, branded table gift and more
- Pre & post event branding across all marketing channels and materials of event
- 3x3m exhibition booth space at the networking hall of CX Asia 2026
- 1x Table of 10 Seats for Staff / Clients to Attend
- 2 delegate conference passes to the main conference
- Access to Awards Delegate List (Name, Job Title, Company) for lead generation

TABLE SPONSOR

\$7,500

- 1x Table of 10 Seats for Staff / Clients to Attend
- Pre & post event branding across all marketing channels and materials of event
- Access to Awards Delegate List (Name, Job Title, Company) for lead generation

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CONTACT US:

For any inquiries about the CX Asia Excellence Awards, from submission details to purchasing tickets for the Awards Networking Dinner, please contact us at cxasiaawards@iqpc.com.sg. 