

## Customer Experience Africa Awards launched

The success of the Customer Experience Management Africa Summit has led to the launch of the inaugural Customer Experience Africa Awards (CXA) to reward excellent customer experience on the African continent.



The awards will take place in Cape Town on 15 August 2017 at the Century City Conference Centre.

The event aims to bring together the top innovators and thought leaders in this field, to step into the limelight in front of a panel of industry expert judges, which will be showcased at the prestigious gala dinner on August 15.

“While the number of local customer experience management practitioners has grown significantly in recent years, it is still a fledgling network, with many individuals remaining the only customer-champions within the organisations,” says Julia Ahlfeldt, customer experience specialist.

“Awarding excellence not only publicly acknowledges the hard work of those who are ‘fighting the good fight’, it also creates a platform for education and idea sharing. For these reasons, it is imperative that the professional community participate in identifying and celebrating local achievement within the field.”

In 2016, the CEM Africa Summit welcomed over 450 attendees, displaying a 30% increase in attendance from the previous year. This is testament to the fact that more African organisations are recognising the need to keep up with customer experience trends.

Following on from the awards ceremony, the CEM Africa Summit 2017, sponsored by Kinetic, will take place from the 16-17 August at the Century City Conference Centre, Cape Town. With over 45 speakers presenting informative workshops and keynotes, the event promises to provide valuable insider knowledge into every aspect of customer experience management in an African context.

### Awards entry

Nominations for the awards are now open through the [website](#) and KPMG will be serving as the Verification

Partner for the awards. Five finalists will be chosen per category and each finalist will be required to submit a motivational video. Judges include the following CX experts: Professor Adre Schreuder, CEO and fFounders, CEO and fFounders; Qaalfa Dibehehi, VP and principal, Forrester; Chantel Botha, CEO, BrandLove; and Ju Ahlfeldt, independent customer experience specialist.

The award categories are: CXA Omni-channel Champion, CXA Customer Insights Award, CXA Customer-centric Culture Award, CXA Digital Innovator, CXA Game-changer Award and The CX Practitioner.

“More African organisations are becoming aware of the importance of implementing customer experience solutions and the benefits that can be gained from building a customer-centric culture in their business. The CXA Awards will recognise the core competencies of customer experience and build awareness around these pillars. This will promote the industry as a whole,” says Terence Southam, joint managing director of Kinetic.

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