INSTITUTE OF CUSTOMER EXPERIENCE

SPECIAL NEWSLETTER OUTLINE FOR THE SERVICE EXCELLENCE AWARDS

Celebrating Service Excellence: Highlights from the 2025 ICX Awards









Reflecting on the event's success and its significance in promoting service excellence.

Joseph Choge
ICX Chair



Mr. Joseph Choge, Chairman of the Institute of Customer Experience Kenya (ICX), expressed profound pride in being part of an organisation that continues to champion excellence in both Customer Experience (CX) and Employee Experience (EX). This year's reflections emphasised the strong link between employee engagement and superior customer outcomes, echoing the message that *every great customer experience begins with a motivated and valued workforce.* Mr. Choge celebrated the strides ICX has made in cultivating a people-centric culture where EX fuels CX success.

He highlighted a range of impactful initiatives delivered throughout the year—initiatives designed to raise professional standards, deepen CX capability, and inspire leadership across industries. These included high-level thought-leadership sessions, sector dialogues, and strategic collaborations that broadened ICX's influence and strengthened its commitment to developing Kenya's CX talent pipeline. In the spirit of the partnerships, Mr. Choge underscored how collaborations with like-minded institutions have expanded ICX's reach and reinforced the message that CX and business excellence go hand in hand

In October, ICX once again rallied organisations nationwide during Customer Service Week, calling on teams to uphold the spirit of "Mission Possible." Reflecting on the evening's significance, Mr. Choge affirmed that the Awards are not merely a competition but a platform for inspiration, collaboration, and belief that delivering great service is not only possible but achievable by every organisation committed to excellence

Mr. Choge also acknowledged the remarkable progress made across both the private and public sectors. He further encouraged CX professionals to continue aspiring to leadership roles, championing CX at the boardroom level, and influencing strategic decisions across industries. He reminded them that their work not only transforms customer journeys but also strengthens business performance, public trust, and national competitiveness.

Concluding on a note of inspiration, Mr. Choge reminded attendees that the night was not just about recognising winners—it was about honouring the collective belief that our *mission is possible*. He urged continued innovation, cross-sector collaboration, and relentless pursuit of excellence as Kenya continues to set new benchmarks in customer experience.

EVENT OVERVIEW

Event Details:

- Date: November 7th, 2025
- Venue: Glee Hotel, Nairobi
- Theme: ***"Mission Possible"***

Keynote Highlights:

- Summary of Sven De Cauter speech on the Embracing Intelligent CX.



Keynote address

Sven De Cauter

COO, Teleperformance Kenya

Sven De Cauter, COO of Teleperformance Kenya, delivered remarks highlighting how the organisation continues to align its operations and culture with the year's themes: Mission Possible and Embracing Intelligent CX.

He noted that Mission Possible represents a mindset centred on resilience, innovation, and the ability to turn challenges into opportunities. According to him, this outlook has been foundational to the way Teleperformance operates across diverse markets and demanding customer environments. He emphasised that the company's success is rooted in building high-performing and collaborative teams, ensuring employees feel supported, valued, and equipped to deliver exceptional outcomes.

De Cauter further explained that Teleperformance Kenya has consistently demonstrated this mindset through its ability to maintain operational excellence, nurture strong client relationships, and uphold service standards even in complex or high-pressure scenarios. He referenced the company's focus on people development and cross-border coordination as examples of how Teleperformance continues to convert obstacles into possibilities through teamwork and shared purpose.

Linking to the second theme, Embracing Intelligent CX, he reiterated that Teleperformance has already been integrating intelligent tools — including analytics, AI, automation, and advanced digital systems — to elevate customer experience. He stressed that the organisation is committed to combining human empathy with intelligent technologies to create smarter, more personalised, and seamless interactions. This blended approach, he said, is essential for anticipating customer needs, improving engagement, and strengthening loyalty.

He highlighted that the company's global best practices in multilingual

operations, regulatory compliance, and workflow optimisation further reinforce Teleperformance Kenya's position as a leader in intelligent customer experience delivery. He noted that this integrated model of people plus technology is what enables the organisation to consistently meet and exceed evolving customer expectations.

In connecting the two themes, De Cauter stated that Mission Possible and Intelligent CX are deeply complementary. He observed that when teams adopt a possibility mindset and pair it with data-driven strategies and intelligent tools, they become capable of delivering world-class customer experiences that set new standards for the industry.

He emphasised that this synergy is at the heart of Teleperformance Kenya's operational philosophy: empowering people, leveraging innovation, and ensuring that every interaction delivers value.

In closing, he acknowledged the broader CX community for its resilience and creativity, noting that Kenya's customer experience ecosystem continues to mature and innovate. He encouraged continued investment in people, technology, and cross-sector collaboration to sustain excellence and keep pushing boundaries in customer service.



AWARD WINNERS



Best Customer Experience Strategy Award – Kenya Revenue Authority

The Kenya Revenue Authority was established by an Act of Parliament, Chapter 469 of the laws of Kenya, which became effective on 1st July 1995. KRA is charged with collecting revenue on behalf of the government of Kenya.

The core functions of the Authority are: -

- To assess, collect and account for all revenues in accordance with the written laws and the specified provisions of the written laws.
- To advise on matters relating to the administration of, and collection of revenue under the written laws or the specified provisions of the written laws.
- To perform such other functions in relation to revenue as the Minister may direct.

Winning the Best Customer Experience Strategy Award is a remarkable achievement. How does it feel to be recognized for your efforts, and what does this award mean for your team and the future of your customer experience initiatives?

Response: Winning this Award is both humbling and deeply affirming. It validates the intentional work we have put into transforming service delivery across KRA, enforcing customer centricity as fundamental in public service. It is especially crucial to KRA due to the central role it plays in national development, interacting with every citizen at every corner of the country.

For our team, this recognition is a testament to the dedication, collaboration, and passion that every department has contributed toward elevating taxpayer experience. It motivates us to continue pushing boundaries, innovating boldly, and embedding service excellence in every interaction. Looking ahead, the award sets a higher benchmark. It strengthens our resolve to scale our initiatives, leverage emerging technologies, and deepen our engagement with taxpayers. This milestone motivates us to keep going in our ambitious journey to deliver simple, transparent, and responsive services for all Kenyans.

What is the single most impactful change or innovation you've made to your customer experience strategy that has had the greatest effect on customer satisfaction and loyalty?

Response: The most impactful change has been the shift from a department-centric approach to a unified, enterprise-wide through the Service Excellence Governance Framework which clearly defines roles, responsibilities, decision-making structures, and performance expectations across the organization.

By aligning people, processes, and technology under one coherent strategy, we have significantly improved consistency, reduced service friction, and enhanced accountability.

We are now better able to leverage cross-functional data to deliver proactive service and superior customer experience. Into the future, we expect this governance-driven transformation to yield even greater impact on customer satisfaction, as service innovation is decentralized and owned at the very core of our business.

How do you ensure that your CX strategy remains adaptable to evolving customer expectations and industry trends?

Response: Adaptability is built into the foundation of our CX strategy through continuous listening, data-driven decision-making, and agile improvement cycles. We ensure relevance and responsiveness by maintaining strong feedback loops through customer listening initiatives including surveys, Focus Group Discussions, service desk analytics, and stakeholder forums. We recognize the massive data streaming into the organization every minute and we aim at utilizing real-time data analytics to generate dashboards that can enable real-time service performance measurement and decision making. We are very keen on ensuring that we benchmarking globally against leading revenue administrations and private-sector standards to ensure we stay ahead of the curve in embedding and adopting innovative initiatives into our CX strategy. KRA generally has been very open to feedback and is particularly very keen on ensuring co-creation of solutions with our customers and stakeholders to ensure we meet the evolving customer needs.

Lastly investment in our staff capabilities has been a major boost in ensuring that our staff remain agile, tech-savvy, and innovative in their day to day customer engagements. That way, we can all move in one direction as one team to deliver one mission of consistent and superior service excellence that goes beyond the evolving customer needs.

AWARD WINNERS



Best Customer Communication Strategy Award - First Assurance Kenya

1. Winning the Best Customer Communication Strategy Award is a significant accomplishment. How does it feel to be recognized for your efforts, and how do you plan to build on this success to further enhance your customer communication strategies in the future?

Winning the Best Customer Communication Strategy Award was an exciting and humbling achievement for us. It affirmed the intentional work we have invested in strengthening how we communicate with our customers and ensuring that every message is timely, relevant, and adds value to their experience. This recognition motivates us to continue raising the bar in how we engage, inform, and support our customers.

Building on this success, we plan to further enhance our communication by expanding our digital touchpoints, leveraging data insights to personalize interactions, and introducing more proactive customer education initiatives like webinars and workshops. We are also committed to continuous improvement, listening to customer feedback, refining our processes, and adopting innovative tools that help us communicate with even greater clarity and consistency.

Ultimately, our goal is to create a communication ecosystem that is not only responsive but anticipatory, ensuring customers feel heard, informed, and supported throughout every stage of their journey with us.

2. Effective communication is key to customer satisfaction. What were the key elements of your communication strategy that helped you stand out, and how did you tailor your approach to meet the diverse needs of your customer base?

1. Customer-Centric Messaging:
We invested in understanding our customers' expectations, concerns, and preferences. This allowed us to craft clear, empathetic,relatable and timely messages that addressed real needs and ensured customers felt supported at every stage of their interaction with us.

2. Multi-Channel Communication:
Recognizing that our customers engage through different platforms, we strengthened our presence across email, SMS, digital platforms, WhatsApp, Call centers, and face-to-face touchpoints. This omni-channel approach ensured that customers received information in the format they were most comfortable with and could easily access support when needed.

3. Proactive and Transparent Engagement:
We prioritised communication that was not only responsive but proactive, keeping customers informed about policy updates, Renewal dates, claims processes, service changes, and any emerging issues without waiting for inquiries. Transparency helped build trust and reduce uncertainty, especially during critical moments.

To meet the diverse needs of our customer base, we segmented our communication based on customer profiles, service preferences, and engagement behavior. This allowed us to tailor content, tone, and delivery methods to ensure relevance and accessibility. Whether for corporate clients, individual policyholders, or intermediaries, each communication touchpoint was designed to be both meaningful and easy to navigate.

Ultimately, our focus on clarity, convenience, and customer understanding enabled us to deliver a communication experience that resonated across all segments.

3. What role does technology (like AI, chatbots, or data analytics) play in enhancing your customer communication, and how do you balance automation with the human touch to ensure an authentic customer experience?

Technology has played a transformative role in enhancing our customer communication by allowing us to deliver faster, more accurate, and more personalized interactions. Tools such as data analytics have enabled us to better understand customer behaviour and anticipate their needs, while digital platforms like WhatsApp have streamlined how we share information and respond to enquiries.

We also have a modern, fully fledged 24-hour call centre, which enables us to provide first- contact resolutions to our clients. This has significantly enhanced our service efficiency, reduced waiting times, and ensured that high-volume enquiries are handled promptly and professionally with a human touch.

By combining smart technology with human expertise, we are able to deliver communication that is not only efficient and consistent, but also warm, authentic, and customer centred.

AWARD WINNERS



Best Internal Customer Experience Award - NCBA Bank



AWARD WINNERS



Customer Service Week Innovation Award - Kenya Power & Lighting Company

Kenya Power & Lighting Plc stands as the nation's primary energy solutions provider, wholly dedicated to delivering the quality and reliable electricity services essential for Kenya's sustainable socio-economic development. The company holds the comprehensive mandate for transmitting, distributing, and retailing electricity across the entire country, powering the lives of over 9.6 million customers nationwide. Guided by the mission "to power people for better lives" through innovative and sustainable practices, the organization aligns its operations around four key strategic focus areas: ensuring financial sustainability, maintaining customer sustainability, enhancing operational efficiency, and fostering an engaged workforce. These strategic pillars are built upon a foundation of deeply ingrained core values, which include prioritizing the Customer First, operating as One Team with Passion, Integrity, Excellence, and ultimately, Accountability.

How did your innovation not only transform the customer experience but also foster deeper relationships and loyalty with your customers?

Response: Our innovation focused on simplifying, digitizing, and personalizing how customers interact with Kenya Power. The launch of the revamped *977#, the enhanced myPower App, and Nuru Bot AI created seamless, self-service channels that offer real-time information and faster resolution of issues.

By giving customers control — whether tracking outages, checking bills, or getting instant support — we reduced frustration and increased transparency. This built

trust and strengthened relationships, especially as customers experienced quicker service and consistent updates. The improved accessibility through multiple platforms (USSD, mobile app, and AI chatbot) also made our services more inclusive and convenient, resulting in stronger customer engagement and deeper loyalty.

How has the recognition of your innovation influenced your future strategy for customer service? What new initiatives or goals have you set as a result beyond the customer service week?

Response: It has validated our digital transformation direction and motivated us to accelerate the rollout of more intelligent, customer-driven solutions.
Beyond Customer Service Week, we are focusing on expanding AI-driven support, increasing automation for common customer requests, and enhancing data analytics to proactively address customer needs. We also aim to integrate more personalized notifications, improve outage communication, and strengthen regional customer support structures. This recognition has inspired us to scale our innovations company-wide and continuously raise the bar in service delivery.

What challenges did you encounter in implementing this innovation, and how did you overcome them?

Response: The main challenges involved system integration, user adoption, and ensuring consistency across digital platforms. Integrating the *977# service, myPower App enhancements, and Nuru Bot AI required collaboration across multiple departments and alignment of legacy systems with modern technologies. We overcame this through strong cross-functional teamwork, intensive testing, and phased rollout plans that allowed us to refine features based on customer feedback. Another challenge was building awareness and trust among customers. We addressed this through targeted communication during CX Week, demos, staff sensitization, and continuous support to help customers transition smoothly to the new platforms.

These efforts ensured successful implementation and high levels of customer acceptance.

AWARD WINNERS



Best Contact Centre Award - Absa Bank

Absa Bank Kenya PLC is a member of Absa Group Limited, one of Africa's largest diversified financial services groups, listed on the Johannesburg Stock Exchange (JSE) and operating in 12 countries with approximately 42,000 employees. Guided by the Group's ambition to be the pride of the continent, Absa Bank Kenya is committed to delivering locally relevant financial solutions that address uniquely local challenges. Offering a comprehensive range of retail, business, corporate, investment, and wealth management services, all designed to create value for clients. As part of a truly African brand, Absa is inspired by the people it serves and remain dedicated to making a positive impact in every market where it operate—determined to make our continent proud.

What key strategies and innovations were central to your success in winning the Best Contact Centre Award, and how did you implement them across your teams?

Response: Our success was anchored on customer-first innovation and operational excellence. We deployed an Omni channel support system integrating voice, email, and social media backed by a robust CRM platform for case logging, SLA tracking, and root cause analysis. We empower agents through structured onboarding, continuous coaching, and digital learning, ensuring readiness for product launches and evolving customer needs. Initiatives like In Your Shoe fostered empathy, while wellness programs and hybrid working enhanced resilience and engagement. By combining data- driven insights, real-time monitoring, and quality assurance frameworks, we created a culture of accountability and agility—transforming every interaction into a trust-building experience.

How has winning this award impacted your team's morale, culture, and commitment to delivering outstanding customer service?

Response: It validated our efforts and positioned us as industry leaders in customer experience. The recognition has fueled pride, strengthened collaboration, and reinforced our culture of care, accountability, and innovation. Contact Centre colleagues now see themselves as CX ambassadors, motivated to exceed expectations and deliver empathetic, high-quality service. This achievement has created a ripple effect—higher engagement, stronger ownership, and an unwavering commitment to raise the bar every day.

What role does customer feedback play in your contact center operations, and how have you used this insight to continuously improve and refine your service delivery?

Response: Customer feedback is our compass for continuous improvement. We capture quantitative insights through satisfaction scores and NPS, and qualitative feedback via open-ended responses, complaints, and social sentiment analysis. Reports from branch surveys, segment reviews, and social media performances are analyzed to identify thematic issues and inform training, process enhancements, and proactive engagement strategies. Complaints undergo root cause analysis, driving systemic fixes and reducing repeat issues. By closing the feedback loop and acting on insights, we ensure every improvement reflects our promise of listening, understanding, and delivering what matters most to customers.



AWARD WINNERS



Best Use of Technology Award - Equity Bank

Equity Bank Limited is a leading African financial institution, incorporated in Kenya and licensed under the Kenya Banking Act, with its headquarters at Equity Centre, Nairobi. Since its inception, the Bank has grown from a microfinance institution into a regional powerhouse, offering retail banking, microfinance, and integrated financial services through subsidiaries in Kenya, Uganda, South Sudan, Rwanda, Tanzania, the Democratic Republic of Congo, and a representative office in Ethiopia. Listed on the Nairobi, Uganda, and Rwanda Securities Exchanges, Equity Bank combines strong regional presence with robust governance and innovation. Guided by a purpose to transform lives, give dignity, and expand opportunities for wealth creation, Equity Bank envisions championing the socio-economic prosperity of the people of Africa. Its mission is to provide integrated financial services that empower individuals, businesses, and communities, reflecting its commitment to inclusive growth. The Bank's culture is anchored in core values of professionalism, integrity, creativity and innovation, teamwork, unity of purpose, respect and dignity for customers, and effective corporate governance—principles that guide its operations and ensure lasting trust. With the tagline Your Listening, Caring Partner and the motto Growing Together in Trust, Equity Bank remains dedicated to transforming livelihoods and fostering shared prosperity across the continent.

Technology plays a pivotal role in transforming customer experiences. What specific technologies or innovations did you implement that had the most significant impact on improving your service delivery, and how did they enhance the overall customer experience?

Response: The bank has implemented a unified, digital-first framework dubbed the One Equity Model, which integrates all group services under a single platform. The platform features a three-layer ecosystem i.e. core infrastructure, customer channels and experience tools thereby enabling comprehensive services.
Key Innovations include;

- **Digital Migration:** 98% of transactions are digital with 14.6M customers served at 99% transaction success rate demonstrates operational excellence and scalability.

- **Instant Credit Solutions:** BOOSTIKA and Instant loans- delivering rapid credit approval, strengthening customer's financial resilience and dignifying our members.
- **Real Time Analytics and Feedback Loops:** Using Power BI, EVA (Virtual Assistant) and IT Service Monitoring for continuous service improvement and faster issue resolution.
- **Expansive Agency Network:** Over 86k agents and 1.1M merchants extend banking services to underserved communities hence promoting inclusion.
- **AI-powered customer support:** Equity Virtual Assistant and Brand watch for 24/7 support, real time sentiment analysis and enhanced customer engagement.
- **Rate My Service on Power App:** Real time feedback on internal support boosted employee satisfaction and performance, with the Tech team's eNPS jumping from 14 in 2024 to 71 in 2025. The dashboards illustrate the feedback loop, showing how happier staff translates into enhanced customer experience.

Winning the Best Use of Technology Award is a major recognition. How does it feel to be acknowledged for your innovative approach, and how do you plan to build on this success to further advance your use of technology in the coming years?

Response: The award is testament to Equity Bank's commitment to leveraging technology to transform lives and scale trust and it validates the bank's strategy for unifying technology governance and driving digital inclusion. Looking ahead, Equity Bank plans to:

- Evolve our digital ecosystem to deliver even more reliable, scalable and relevant products and services that will help us digitally connect 100M customers by 2030 as per our Africa Recovery and Resilience Plan (ARRP) strategy.
- Scale real-time monitoring, analytics and feedback loops to ensure continous improvement.
- Expand the use of AI, automation and open APIs to foster innovation and empower both customers and staff.
- Maintain customer centricity by aligning technology decisions with customer needs and frontline insights.

How do you ensure your technology-driven solutions remain customer-centric rather than purely operational?

Response: Equity Bank ensures its technology solutions are customer centric through several deliberate strategies:

- Continuous Feedback Loops: Real time customer feedback is incorporated into IT Service Monitoring meetings, enabling rapid systems updates and service improvements.
- Empathy driven design: On ground activations, field visits allow CX and technology teams to observe system usability in real time, collect feedback and make empathy driven design improvements.
- Collaborative Governance: The ICT & Cybersecurity Committee and Customer Experience Business Partners (CXBPs) work together to integrate frontline customer insights into technology planning and system reviews.
- Inclusive Digital Infrastructure: The bank's digital tools and agency network are designed to empower diverse customers, ensuring accessibility and financial inclusion.
- Transparency and Trust: Multi channel communication, proactive incident management and commitment to transparency, reinforce customer confidence especially during system downtimes.

AWARD WINNERS



Best CX Social Impact and Sustainability Award - Diamond Trust Bank

Diamond Trust Bank (DTB) – 75 Years and Counting

Diamond Trust Bank (DTB), a leading regional bank listed on the Nairobi Securities Exchange and an affiliate of the Aga Khan Development Network, has proudly served East Africa for over 75 years. With 161 branches across Kenya, Uganda, Tanzania, and Burundi, DTB provides innovative banking solutions for SMEs, agriculture, education, and fintech, supported by strong digital infrastructure.

Vision: Enable people to advance with confidence and success.
Mission: To make customers prosper, staff excel, and create value for stakeholders

What were the key social impact and sustainability initiatives that helped you win the Best CX Social Impact and Sustainability Award, and how did you integrate these efforts into your customer experience strategy?

Response: Our win reflects our integrated sustainability strategy, but was probably anchored on two flagship initiatives that embody DTB's belief that great customer experience extends far beyond the banking hall. Through our 'Much More Than Trees' initiative, we transformed tree planting into a movement of shared prosperity by restoring ecosystems, improving livelihoods, creating green jobs, and nurturing environmental stewardship among students. With almost one million trees, each digitally tracked and monitored, the initiative demonstrated innovation, transparency, and deep community relevance. The second one, our 'Achieve More Girl' initiative, we invested in dignity and opportunity for 30,000 schoolgirls, providing reusable sanitary pads, menstrual health education, engagement with

both boys and girls to break stigma, and DIY pad-making workshops that create lasting income for women. These initiatives are woven into our CX strategy because they strengthen trust, build emotional connection, and position DTB not just as a bank, but as a partner in customers' lives and communities.

What does winning this award mean to your organization, and how does it reflect your long-term commitment to integrating social responsibility and customer experience?

Response: This win means a lot. It tells us that purpose-driven banking matters, and that our customers, communities, and partners feel the impact of our commitment the work we do in communities, be it the trees we grow, the girl child that we support or the people we empower, is seen, valued, and making a real difference. Sustainability Excellence is one of our core strategic pillars, and this award validates our belief that responsible business and exceptional customer experience are inseparable. It also reinforces who we are as a bank: one that believes great customer experience includes taking care of people and the planet. This award is motivation to keep going, keep learning, and keep showing up for our communities.

How do you balance business performance with sustainability and community impact in your CX strategy?

Response: For DTB, purpose and performance go hand in hand. When communities thrive, our customers thrive, and so does the bank. By weaving sustainability into our CX strategy, we're not choosing between business and impact. We're building a model where doing the right thing creates stronger relationships, deeper loyalty, and long-term growth. It's a balance that feels natural, because caring for people is simply good business. Sustainability is therefore not an add-on; it is embedded in how we design value for customers.



CX Warrior of the Year Award - Asha Muktar

Asha M. Muktar has served at the Kenya Wildlife Service since 2001, rising through the ranks from Customer Service Assistant to her current position as Senior Assistant Director, Customer Experience. Over her distinguished career, she has demonstrated exceptional dedication, strategic foresight, and an unwavering commitment to enhancing service delivery and customer satisfaction. Asha holds a Master's Degree in Business Management (Strategic Management option) from Kenya Methodist University, which has equipped her with advanced leadership and analytical skills essential for driving institutional transformation. Her extensive experience spans over two decades in customer relations, stakeholder engagement, and digital transformation within the conservation and tourism sectors. Recognized for her leadership in embedding customer-centric culture across KWS, Asha continues to mentor teams, spearhead innovation, and align service excellence with the organization's broader conservation mandate making her a true champion of customer experience and public service transformation.

What inspired you to become a champion for customer experience, and how did you channel that passion into creating meaningful change within your organization?

Response: My inspiration comes from the unique responsibility we hold as a uniformed and conservation-driven organization. At Kenya Wildlife Service, every interaction, whether with visitors, communities, partners, or colleagues contributes to building public trust and advancing our mission to protect Kenya's wildlife heritage.

Over the years, I have come to appreciate that people remember how we make them feel, and that service excellence must reflect the integrity, discipline, and dedication that define who we are at KWS.

What motivates me most is seeing the real impact of simple acts of courtesy, empathy, and professionalism. In a public institution like Kenya Wildlife

Service, these values carry even greater weight because they directly influence how citizens experience and trust the services we provide. By promoting customer-centric practices, strengthening frontline engagement, and empowering our staff, I have worked to nurture a culture where service is not just a duty, but also a genuine source of pride. This approach has helped us respond better to the needs of our customers, enrich the experiences of our visitors, and reaffirm our commitment to serving the nation with heart, professionalism, and compassion.

What does winning the CX Warrior of the Year Award mean to you personally, and how does it reflect your dedication to transforming customer experience within your organization?

Response: Winning this award means a great deal to me. It feels incredibly rewarding, not just personally, but for all of us at Kenya Wildlife Service. This recognition reflects the hard work, sacrifices, and commitment of the entire KWS family. It shows that the effort we put into improving how we serve people, while protecting our wildlife truly matters. For me, this award is a reminder of why I believe so strongly in putting people at the center of what we do. It encourages me to keep pushing for a culture of customer centricity. At KWS, our work is special: we protect wildlife, but we also create moments that inspire pride, understanding, and connection. Knowing that our service touches lives across Kenya and beyond makes this achievement even more meaningful.

What key lessons have you learned on your CX journey that you would share with other professionals striving to make a similar impact?

Response: I have learned that one of the most important steps is influencing leaders to truly understand the importance of customer experience. When leaders see the value of CX not just as a department, but also as a driver professionalism and reputation they become stronger champions of the work. Their support sets the tone for the entire organization. Continuous training of our teams is equally essential. When staff are equipped with the right skills, confidence, and mind-set, they deliver better service and build stronger relationships with our customers. Taking time to evaluate our customer journeys has also been incredibly insightful. Journey mapping helps us understand where people struggle, where we can improve, and where simple changes can make a big difference.

Most importantly, I have learned that teams need to understand the real value of the customers they serve. Every interaction no matter how small carries weight. It shapes public perception, influences trust, and directly affects how effectively we deliver on our mandate.

Finally, measuring ROI is critical. When we track the impact of CX whether through reduced complaints, increased satisfaction, improved revenue, or smoother operations it becomes clear that customer experience is not just good practice; it is a smart investment. This understanding motivates teams, aligns leaders, and strengthens our commitment to putting people at the heart of what we do.

PEOPLE'S CHOICE AWARDS WINNERS 2025 IN PARTNERSHIP WITH AJUA

This year's People's Choice Awards celebrated the voice of the customer across Kenya's leading sectors. Unlike juried categories, these awards were determined entirely by customer votes, reflecting real experiences, genuine trust, and everyday interactions that shaped consumer choices in 2025.

Below winners in each category;



Auto Insurance - Britam

Britam is a leading diversified financial services group in Eastern Africa, dedicated to safeguarding the dreams and aspirations of its clients. Guided by a purpose to provide financial security every step of the way, Britam offers a wide range of insurance, investment, and wealth management solutions. Its vision is to be the leading diversified financial services provider in its chosen markets across Africa, underpinned by core values of accountability, trust, agility, and customer centricity. Through the Britam Foundation, the company actively contributes to community development, with initiatives focused on health, education, and entrepreneurship. Britam's experienced leadership team and robust governance practices ensure ethical decision-making, transparency, and accountability, delivering long-term growth and value to shareholders while positively impacting the communities it serves.



Banking - Diamond Trust Bank

Diamond Trust Bank (DTB), a leading regional bank listed on the Nairobi Securities Exchange and an affiliate of the Aga Khan Development Network, has proudly served East Africa for over 75 years. With 161 branches across Kenya, Uganda, Tanzania, and Burundi, DTB provides innovative banking solutions for SMEs, agriculture, education, and fintech, supported by strong digital infrastructure.

Vision: Enable people to advance with confidence and success.
Mission: To make customers prosper, staff excel, and create value for stakeholders

Being named a top choice in banking reflects strong customer loyalty. What does this recognition mean for your commitment to delivering reliable and seamless financial services?

Response: Winning the People's Choice Award, banking category at the 2025 Service Excellence Awards, is a powerful affirmation of the trust and loyalty our customers place in us every day. It reflects not only their confidence in our bank, but also the enduring relationships we have built by consistently prioritizing their needs. This recognition reinforces our commitment not only to offer personalized and effective solutions, but to also avail services that make banking simpler, safer, and more empowering. Our mission is to ensure that every interaction continues to reflect the excellence our customers have chosen to recognize. As we celebrate this achievement, we remain dedicated to making our mission possible!



Healthcare - Aga Khan Hospital

Aga Khan University Hospital, Nairobi (AKUH,N) has been providing exceptional healthcare in East Africa for over sixty years. As a private, not-for-profit institution, it is committed to offering accessible, high-quality care while setting the standard for comprehensive medical services and modern medical education in the region. Recognized as a leading teaching and referral hospital, AKUH,N integrates cutting-edge research and evidence-based practice into patient care.

Patients are the hospital's top priority, benefiting from a team-based approach that draws on the expertise of medical professionals, faculty, and staff. As the

teaching hospital for Aga Khan University's Medical College and School of Nursing and Midwifery, AKUH,N trains the next generation of medical specialists, nurses, and technicians. Students gain practical experience through community engagement, fostering healthcare leaders who understand local health challenges and contribute to improving healthcare standards throughout East Africa.

Guided by its core principles of Quality, Access, Impact, and Relevance, AKUH,N strives for excellence in ethical, compassionate, and efficient care. The hospital also provides an enabling work environment that motivates and recognizes its teams. Through leadership in healthcare, education, and research, AKUH,N aims to enhance the health and well-being of communities in Kenya, East Africa, and beyond.

Vision: To be the premier tertiary, teaching, and referral healthcare facility in sub-Saharan Africa.

Mission: To deliver expert, compassionate, and ethical care, ensuring accessible, efficient, and evidence-based services while advancing research, education, and the health of the populations we serve.



Healthcare (Tech)- Smart Applications International

Smart Applications International, fondly known in the industry as Smart, was founded to provide innovative, secure, and high-tech solutions across Africa, the Islands, and beyond. The company stays ahead through continuous research and innovation, offering solutions that are relevant, convenient, and reliable. Guided by a vision to create meaningful, human-centric innovation for all, Smart Applications International simplifies access to healthcare, empowering individuals to make informed decisions. Its operations are anchored in core values of authenticity, integrity, simplicity, and caring, ensuring that every solution delivers real value. With cutting-edge technology, the company helps businesses grow profitably while transforming the way healthcare and other critical services are accessed and managed.



Life Insurance - Britam

Britam is a leading diversified financial services group in Eastern Africa, dedicated to safeguarding the dreams and aspirations of its clients. Guided by a purpose to provide financial security every step of the way, Britam offers a wide range of insurance, investment, and wealth management solutions. Its vision is to be the leading diversified financial services provider in its chosen markets across Africa, underpinned by core values of accountability, trust, agility, and customer centricity. Through the Britam Foundation, the company actively contributes to community development, with initiatives focused on health, education, and entrepreneurship. Britam's experienced leadership team and robust governance practices ensure ethical decision-making, transparency, and accountability, delivering long-term growth and value to shareholders while positively impacting the communities it serves.



Public Sector - Kenya Power & Lighting Company

Kenya Power & Lighting Plc stands as the nation's primary energy solutions provider, wholly dedicated to delivering the quality and reliable electricity services essential for Kenya's sustainable socio-economic development. The company holds the comprehensive mandate for transmitting, distributing, and retailing electricity across the entire country, powering the lives of over 9.6 million customers nationwide. Guided by the mission "to power people for better lives" through innovative and sustainable practices, the organization aligns its operations around four key strategic focus areas: ensuring financial sustainability, maintaining customer sustainability, enhancing operational efficiency, and fostering an engaged workforce. These strategic pillars are built upon a foundation of deeply ingrained core values, which include prioritizing the Customer First, operating as One Team with Passion, Integrity, Excellence, and ultimately, Accountability.



Telecommunications - Safaricom

Safaricom PLC is Kenya's leading telecommunications company, renowned for its innovative mobile and digital solutions that connect millions of people across the country. Established in 1997, Safaricom has grown from a traditional mobile network operator into a technology-driven company offering a wide range of services including voice, data, mobile money (M-PESA), enterprise solutions, and financial services. Guided by a vision to transform lives through technology, Safaricom empowers individuals, businesses, and communities to access digital services that enhance financial inclusion, communication, and productivity. The company is committed to customer-centric innovation, integrity, and social responsibility, actively contributing to economic growth, education, healthcare, and environmental sustainability in Kenya. With a strong focus on digital transformation, Safaricom continues to lead the way in mobile technology and inclusive development across the region.

SCAN HERE TO GET EVENT PHOTOS

SPECIAL RECOGNITION



Chief Judge's Insights: Commentary from Moses Kemibaro on the judging process and trends in service excellence.

Moses Kemibaro, the Chief Judge for the 2025 Service Excellence Awards, delivered remarks reflecting on this year's judging process, the evolution of customer experience (CX) in the region, and the exceptional calibre of submissions received. Returning to the role for the second time, he described the experience as both inspiring and affirming, noting the significant progress organisations continue to make in service excellence across industries.

Kemibaro emphasised that this year's awards brought together a highly distinguished judging panel composed of both local and global experts. Each judge contributed extensive experience in areas such as digital marketing, CX strategy, communications, public engagement, emotional intelligence, and brand loyalty. Although all judges worked independently, he noted that the collective rigour and professionalism of the panel elevated the quality and integrity of the evaluation process

Reflecting on trends from the submissions, Kemibaro highlighted several notable patterns. Like the 2024 judging experience, 2025 entries revealed a growing maturity in how organisations are thinking about customer experience — not just as a department but as a strategic priority. Many of the submissions showcased deeper integration of CX with organisational values, employee engagement, process innovation, and customer-centric culture. He observed that organisations that performed exceptionally well demonstrated clarity of purpose, strong storytelling, measurable impact, and evidence-based results. Data played a crucial role, with stronger submissions clearly articulating outcomes through metrics, performance indicators, and quantifiable achievements.

A key highlight of his remarks was the emphasis on the calibre of the judging process itself. Kemibaro formally recognised each member of the panel — from seasoned Kenyan CX practitioners to continental and global CX leaders — citing

their expertise as essential to upholding fairness, impartiality, and credibility.

Kemibaro further applauded the dedication, innovation, and commitment demonstrated by nominees across sectors. He noted that the submissions revealed organisations increasingly embracing modern CX practices, strengthening employee involvement, and embedding customer-centric cultures. He encouraged companies to continue advancing their CX strategies, emphasising that excellence is a continuous journey driven by learning, experimentation, and people-centered leadership. He affirmed that the 2025 cohort exemplifies the courage, innovation, and passion needed to shape the future of customer experience in Kenya and the region.

Kemibaro offers simple advice for future participants:

- Tell your story clearly. Focus on how your efforts solve real problems and improve experiences.
- Prove your impact. Use data to show results and success.
- Think sustainably. Align your CX efforts with ESG and DEI for long-term growth and positive change.

Auditor's Note: Amon Kinyanjui's remarks on the transparency and integrity of the awards process.



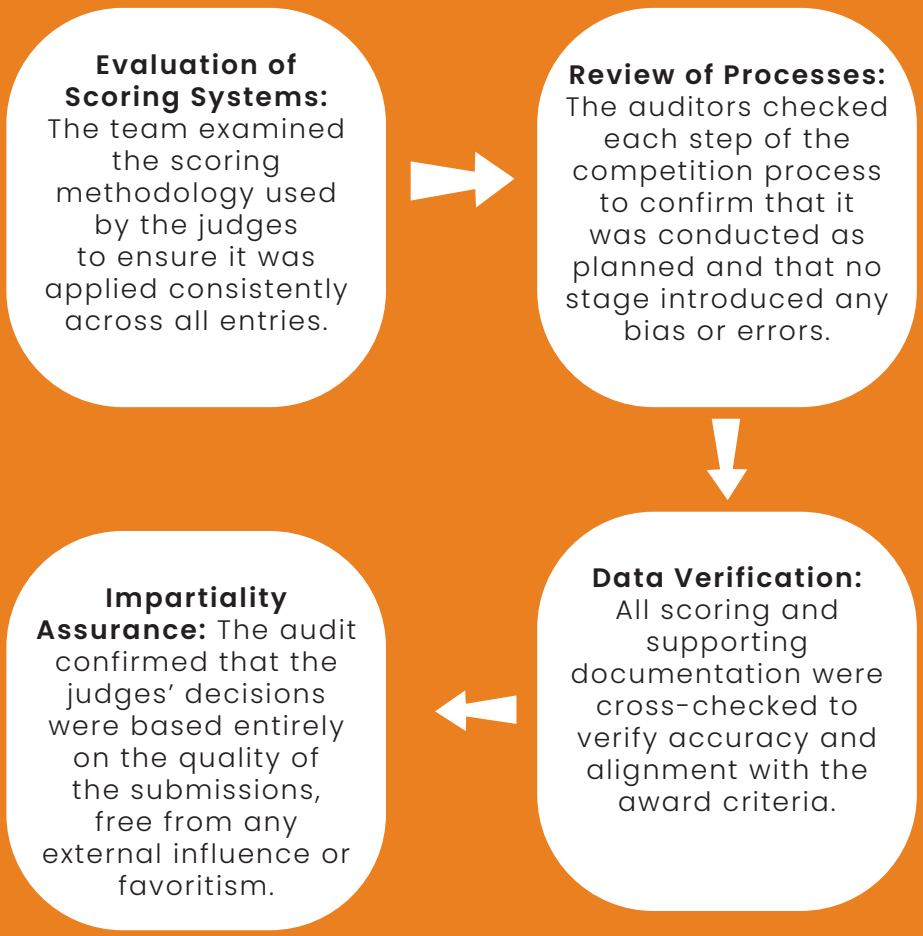
The ICX Service Excellence Awards is built on the foundation of fairness, transparency, and credibility. To uphold these values, an independent audit was conducted by Wangombe & Associates, a leading assurance firm. The audit, led by Hon. CPA Amon Kinyanjui, aimed to ensure that every step of the awards process adhered to the highest standards of integrity.

In his review, Amon Kinyanjui emphasized that the audit was comprehensive, with the goal of confirming that all awards were granted based solely on merit. He described the process as meticulous, designed to ensure that all entries were evaluated fairly and without bias.

"We undertook the verification exercise to guarantee that the results of this competition reflect true merit. Our role was to confirm that the awards process adhered to principles of transparency, fairness, and impartiality," he stated.

1. How the Verification Was Conducted

The audit process involved a thorough review of several critical aspects of the awards:



2. Key Findings

Hon. Kinyanjui shared that the audit concluded with full confidence in the integrity of the awards process.

1. **Fair and Transparent Processes:** The competition was conducted in a transparent manner, with all entries reviewed and scored against predefined, objective criteria.
2. **Consistency in Judging:** Judges followed the scoring framework consistently, ensuring all participants were evaluated equally.
3. **No Discrepancies:** The audit found no irregularities or errors in the scoring or decision-making processes.

"Our findings confirm that the awards process was conducted with integrity. The winners truly represent the best in customer experience, based on the criteria established for this competition," Amon noted.

3. Reinforcing Stakeholder Trust

The audit findings reaffirm the credibility of the ICX Service Excellence Awards. By engaging an independent assurance firm, ICX Kenya demonstrates its commitment to fairness and transparency. This ensures that stakeholders, including participants, judges, and the public, can trust the results as a genuine recognition of excellence in customer experience.

"Independent verification of this kind is essential to build confidence in the process. We are proud to have played a role in ensuring that the awards remain a symbol of trust and merit," Hon. Kinyanjui concluded.

The ICX Service Excellence Awards continues to uphold its reputation as a credible platform for recognizing outstanding customer experience practices, thanks to rigorous audits like this one

MEET THE JUDGES



Moses Kemibaro – Chief Judge

Background and Expertise

Moses Kemibaro is a leading digital media and marketing entrepreneur, public commentator, and thought leader. As Founder & CEO of Dotsavvy, he drives high-impact digital solutions across Africa, helping organizations tell their stories, connect with audiences, and navigate the evolving digital landscape.

Over more than two decades, Moses has worked at the intersection of technology, media, and marketing—formerly serving as Africa Sales Director at InMobi and as a founding regional manager at Dealfish East Africa (now OLX Kenya).

His blog, podcast, and media commentary reflect his deep engagement with digital trends, innovation, and the future of content in Africa. Moses is a recognized speaker and influencer in technology and media, contributing to conversations around digital transformation, AI, adtech, and the creator economy. He brings authentic insight, curiosity, and passion to every platform he engages, with a commitment to advancing Africa's voice in the digital age.



Zephaniah Kinyua

Background and Expertise

Zephaniah "Zeph" Kinyua is a seasoned Customer Experience and Culture Strategist with over 27 years of experience transforming service delivery and organizational culture in the healthcare sector. Passionate about building compassionate and people-centered institutions, Zeph has dedicated his career to reimagining the patient and guest experience by aligning people, processes, and culture to deliver meaningful and lasting impact.

Throughout his career, he has led cross-functional teams and championed initiatives that embed experience excellence at every level of healthcare organizations. His expertise spans customer experience strategy, patient journey design, organizational alignment, and culture transformation. Known for his collaborative leadership and deep understanding of service dynamics, Zeph continues to influence how healthcare institutions deliver value—ensuring that empathy, efficiency, and excellence remain at the heart of every interaction.



Winnie Adoyo

Background and Expertise

Winnie Adoyo H. S. C. Kiongoss is the Founder and CEO of Inclusion Champions Society (ICS) and a passionate advocate for disability inclusion and accessibility. A seasoned Sign Language Translation Facilitator, Interpreter, and Language Consultant with DOOR International, Winnie has dedicated her career to advancing the rights and representation of persons with disabilities across Kenya and beyond.

Through ICS, she leads efforts to create inclusive environments where people of all abilities can thrive—championing policies, training, and community initiatives that promote understanding, dignity, and equal opportunity. Her work bridges communication gaps, fosters inclusion in workplaces and communities, and inspires others to see diversity as a strength.

Recognized for her leadership and advocacy, Winnie continues to amplify the voices of the deaf and disabled communities, using her platform to drive systemic change and empower others to champion inclusion in their own spaces.



Mercelline Maroma

Background and Expertise

Mercelline Maroma, MPRSK, is an accomplished strategic communications and public affairs professional with over 18 years of cross-sector experience spanning media, governance, corporate communications, and development across Africa. She currently serves as the Head of PR and Corporate Communications at the Institute of Certified Public Accountants of Kenya (ICPAK), where she has transformed the Institute's visibility and influence through powerful storytelling, strategic campaigns, and stakeholder engagement.

At ICPAK, Mercelline leads brand positioning, media relations, and digital strategy, strengthening public trust and establishing the Institute as a thought leader in governance and public finance. A Political Debates Specialist with the National Democratic Institute (NDI), she has designed and executed national-level political debates across Kenya, The Gambia, Mali, Sierra Leone, and Nigeria, enhancing civic engagement and democratic discourse.

Before joining ICPAK, Mercelline served as Production Manager at NTV Kenya, where she oversaw over 300 live broadcasts and high-profile productions, directing teams and content that shaped national conversations. Known for her ability to merge strategic thinking with creative execution, she excels in crisis communication, stakeholder management, and narrative development.

Mercelline is passionate about using communication to drive accountability, transparency, and social impact—building narratives that inspire change and move institutions forward.



Dido Guyatu

Background and Expertise

Dido Guyatu is the Deputy Director of Communications at Kenya's National Transport and Safety Authority (NTSA), where she serves as a key spokesperson and strategic communication lead for the organization. In her role, Dido oversees the Authority's public messaging, ensuring timely, accurate, and impactful communication on matters of road safety, transport regulations, and public awareness initiatives.

She represents NTSA in official briefings and media engagements, providing updates on road safety campaigns, operational advisories, and service changes. Through her leadership, NTSA's communication efforts have continued to play a central role in promoting responsible road use and enhancing public understanding of transport policies in Kenya.

Dido is recognized for her professionalism and clarity in public communication, helping bridge the gap between policy, enforcement, and the public in the shared mission of safer roads for all.

GLOBAL SE AWARDS JUDGES:



Kpunsa Mbinkar

Background and Expertise

Kpunsa F. Mbinkar is a Customer Experience Strategist, Author, and Coach, and the Group Chief Executive Officer of CX Touchpoints Group, one of Africa's pioneering organizations dedicated to Customer Experience Transformation. With over a decade of leadership in CX strategy and human-centered transformation, Kpunsa has played a central role in shaping the Customer Experience landscape across Africa.

As the Founder of CX Touchpoints Group, he has led large-scale transformation projects and training initiatives with leading brands in both the public and private sectors, advancing a culture of customer-centricity and organizational growth. He is also the Forum Director of the Africa CX Leaders Forum, a pan-African platform that brings together business and government leaders to shape the future of Customer and Citizen Experience across the continent.

Kpunsa serves as the Secretary General of the Cameroon Association of Customer Experience Professionals (CACEP) and is the driving force behind the Cameroon Customer Experience Index and the Cameroon Customer Experience Summit. His work combines strategic CX management, generative AI, and leadership development to help organizations deliver consistent, impactful experiences.

An author of several CX books and research papers, Kpunsa is recognized as a passionate public speaker and an African CX/AI visionary committed to building a world-class customer experience ecosystem for the continent.



Diane Magers

Background and Expertise

Diane Magers is an Experience Management Strategist, Advisor, and Coach, and the Co-Founder and Chief Experience Officer at AmplifyXM, a consultancy dedicated to helping organizations design and implement experience strategies that drive measurable business growth. With over 25 years of leadership in customer experience, sales, and marketing, she has supported global organizations such as VMware, State Farm, MoneyGram, and Equifax in creating impactful, human-centered experiences.

A Certified Customer Experience Professional (CCXP) and former CEO and Emeritus Chair of the Customer Experience Professionals Association (CXPA), Diane has been instrumental in advancing the CX profession worldwide. She is also a respected speaker, author, and facilitator, known for coaching executive leaders to harness the power of experience management as a driver of cultural transformation, innovation, and business success.



Clotilda Mulenga

Background and Expertise

Clotilda Mulenga, MBA, is an accomplished marketing and customer experience leader with over two decades of executive-level experience across multiple countries in Southern Africa. She currently serves as the Executive: Country Head, Customer Experience at First National Bank Zambia Ltd (FNB), where she leads initiatives that strengthen customer relationships and drive business growth through data-driven insights and service excellence. Named the 2016 Zambian Marketer of the Year, Clotilda is recognized for her strategic agility, strong business acumen, and ability to translate customer understanding into actionable business outcomes. Her expertise spans digital marketing in emerging markets, brand strategy, and customer experience transformation, with a proven record of successfully launching and repositioning brands.

A seasoned communicator and thought leader, Clotilda combines a deep

understanding of consumer behavior with a passion for mentoring the next generation of marketers and CX professionals. She continues to champion customer-centric leadership as a cornerstone for sustainable business success in Africa's evolving marketplace.



Daudi Mugabi

Background and Expertise

Daudi Mugabi is a seasoned marketing and customer experience professional with over 15 years of experience spanning business development, marketing strategy, and customer experience management. He currently serves as the Corporate Affairs Manager at Statewide Insurance Company (SWICO), where he leads customer engagement, communications, and brand initiatives that have significantly improved customer satisfaction and strengthened the company's market position.

Daudi is also a Member of the Board of Directors at the Customer Institute and a Founding Member of the Customer Experience Association of Uganda (CXAU), where he plays a key role in advancing customer experience standards and professional development across the region.

Beyond his corporate leadership, Daudi is the Founder and Host of the Business Mic Podcast, a globally recognized platform featuring in-depth conversations with business leaders and innovators. A passionate advocate for customer-centric transformation, he is committed to shaping Africa's CX landscape through mentorship, thought leadership, and strategic collaboration.



Dr. Dorothy Kyeyune

Background and Expertise

Dr. Dorothy Kyeyune is a distinguished customer experience strategist, leadership coach, and author with deep expertise in building loyalty through excellence in service. She holds a Doctorate in Business Administration and Management, with her research focused on customer loyalty and retention.
As the Founder & CEO of Mwoyo Experience, Dr. Kyeyune works with organizations across Africa to

embed emotionally intelligent leadership and customer-centric cultures. She champions the idea that without the leader, there is no customer experience, and she guides leaders to view emotions not as obstacles but as valuable data that shape decisions, relationships, and organizational effectiveness.

Dr. Kyeyune is also an in-demand international keynote speaker and facilitator, whose insights bridge theory and real-world practice. She combines rigorous scholarship with practical tools and frameworks to help institutions transform behavior, strengthen brand trust, and deliver meaningful service impact.



Chantel Botha

Background and Expertise

Chantel Botha is the Founder and Chief Executive Officer of BrandLove Global, a customer and employee experience consultancy based in South Africa. With over 20 years of experience, she has worked with leading global brands—including Santander, Discovery, FNB, Capitec, Sanlam, Nedbank, and Old Mutual—to help them align brand promises with real-world experiences that inspire loyalty and drive growth.

A globally recognized Customer Experience Strategist, Author, and Speaker, Chantel is passionate about transforming employees into passionate Brand Warriors who deliver unforgettable experiences. Through BrandLove's flagship programs—such as the Brand Warrior Program™ and the CX Mastery Program (a CXPA Authorized Training)—she equips leaders and teams to design customer journeys that turn complaints into loyalty and loyalty into business impact.

Her approach blends strategy, empathy, and creativity, helping brands bridge the gap between intention and execution. Beyond her consulting work, Chantel is the author of The Customer Journey Mapping Field Guide and a respected voice in CX thought leadership across Africa, Europe, and Asia.

JUDGES ENTRIES ALLOCATION

Category	Judges
Best CX Strategy	Zephaniah Kinyua Kpunsa Mbinkar Diane Magers
Best Customer Communication Strategy	Mercelline Maroma Dido Guyatu Daudi Mugabi
Best Internal CX	Chantel Botha Daudi Mugabi Dr. Dorothy Kyeyune
Best Use of Technology	Moses Kemibaro Clotilda Mulenga
Best Contact Centre	Dr. Dorothy Kyeyune Dido Guyatu
Best CX Social Impact & Sustainability Award	Winnie Adoyo Clotilda Mulenga
CX Warrior of the Year Award	Chantel Botha Kpunsa Mbinkar Diane Magers
CS Week Innovation Award	Zephaniah Kinyua Moses Kemibaro Mercelline Maroma
People's Choice Awards	Independently vetted by Ajua

COMMENTS FROM THE JUDGES ON THE AWARDS

The 2025 Service Excellence Awards showcased a commendable level of professionalism and dedication from participants. The judging panel was impressed by the depth and quality of submissions, but they also identified opportunities for improvement to help future participants make even stronger entries.

What Impressed the Judges

The judges praised the robust and comprehensive scoring model, noting its ability to evaluate submissions from multiple perspectives. They highlighted that the scoring framework allowed for a thorough review of how companies approach customer and employee experiences while addressing broader societal issues.

The professionalism and effort demonstrated in the submissions were another highlight. The judges acknowledged that many companies took the process seriously, with clear documentation and thoughtful presentations of their initiatives. Additionally, the high number of finalists reflected the growing interest and commitment to service excellence across industries.



Opportunities for Improvement

While the submissions were strong overall, the judges identified several areas where participants could enhance their entries in the future:

1. Clarity of Purpose:
Many submissions lacked a clear explanation of the company's purpose or the specific problems they were addressing. Judges encouraged participants to start with a strong narrative about their mission and how their initiatives align with it.

2. Quantifiable Outcomes:
Some entries did not provide sufficient data to demonstrate the impact of their initiatives. Including measurable results—such as percentages, averages, or specific numbers—helps to validate the success of a program or strategy.

3. Employee Engagement:
The involvement of employees in initiatives was a critical factor in assessing company culture. Submissions that actively demonstrated how employees contributed to the success of initiatives scored higher. Judges suggested providing concrete examples of employee-led efforts or testimonials to strengthen this aspect.

4. Focus on Sustainability and Broader Impact:
Strong entries linked their customer experience (CX) and employee experience (EX) strategies to broader goals, such as Environmental, Social, and Governance (ESG) and Diversity, Equity, and Inclusion (DEI). Judges advised future participants to better articulate how their initiatives create long-term societal and environmental value.

5. Storytelling and Presentation:
Submissions with a cohesive, engaging narrative stood out. Some entries relied too heavily on attached documents to provide context, leaving judges to piece together the story. Judges recommended using the main application form to clearly outline the initiative's goals, actions, and results, ensuring the story is easy to follow.

6. Customer-Centric Innovation:
While many entries showcased improvements in service delivery, judges noted that some lacked innovative approaches tailored to specific customer pain points. Participants should focus on showcasing unique or creative solutions that have directly enhanced customer experiences.

7. Consistency Across Categories:
A few submissions had inconsistencies in their data or explanations across different sections of the application. Judges advised participants to ensure coherence and alignment between their stated goals, strategies, and outcomes.

8. Integration of AI and GPT Tools in Submissions
Entrants are encouraged to utilize AI and GPT tools as supportive aides for documentation and reporting, rather than relying on them as the primary reporting mechanism. This approach will ensure submissions maintain a sense of personalization, originality, and authenticity. Additionally, minimizing over-dependence on these tools can reduce the risk of duplicity or striking similarities among entries from different organizations.

9. Proactive Documentation and Impact Evaluation
Organizations are advised to start documenting their activities and evaluating their Return on Investment (ROI) or impact as early as possible. This proactive practice will help ensure chronological consistency between the evidence presented and the initiatives described in the submission. Late-stage evidence compilation may lead to misaligned timelines, reducing the clarity and credibility of the impact evaluation.

ADVICE FOR FUTURE PARTICIPANTS

The judges encourage future participants to:

- Start with a strong, purpose-driven story that connects all aspects of the submission.
- Include clear, data-backed evidence of impact, highlighting measurable success.
- Demonstrate employee engagement and how it contributes to organizational success.
- Align CX strategies with ESG and DEI principles to showcase long-term sustainability.
- Use the application form effectively, ensuring the narrative is self-contained and easy to understand.

BEHIND THE SCENES

We extend our heartfelt gratitude to the ICX Kenya team for their tireless effort, meticulous planning, and exceptional execution that brought this event to life.

A special thank you goes to our valued partners and suppliers, whose contributions were instrumental in making the evening unforgettable. From the breathtaking venue and stunning decor to the flawless PA and DJ services, cutting-edge screens and stage equipment, and captivating MC facilitation and Band performances, elevated the experience for everyone.

We also recognize the talented photographers and videographers who captured every magical moment, to our exhibitors and partners who showcased excellence in action, and our generous sponsors, Britam, for their support in ensuring the success of this celebration.

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HIGHLIGHTING MEMORABLE MOMENTS: GUEST EXPERIENCES AT THE SERVICE EXCELLENCE AWARDS 2024 & GALA DINNER

The **Service Excellence Awards 2025 & Gala Dinner** was more than just an event—it was a celebration of innovation, dedication, and outstanding achievements. From the elegant ambiance to the inspiring speeches and unforgettable moments of recognition, the evening left a lasting impression on all who attended.

In this feature, we take you through the eyes of our guests as they share their reflections, standout moments, and the magic they experienced throughout the night. Let's relive the highlights together!

MEMBER TESTIMONIALS



First Assurance

"The entire event was exceptionally well organized. The organizers did an excellent job, from the top-notch venue and setup to a perfectly suited MC. The program ran smoothly as planned, allowing all attendees to depart on time. Truly a memorable and seamless experience." Alexandra Wacu First Assurance

Teleperformance



"Thrilled to have attended the ICX Kenya Gala Dinner on 7th November at the beautiful Glee Hotel! It was an inspiring evening celebrating the highest standards of customer experience and service excellence across Kenya. The discussions focused on critical topics such as digital transformation, the role of Employee Experience (EX) in driving Customer Experience (CX) success, and the future of omni-channel service delivery. Huge congratulations to all the winners and nominees who continue to set the benchmark for the region!" Victor Botto, Vice President Business Development (Sub-Saharan Africa) - Teleperformance

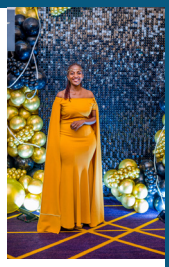


THE GALLERY: A VISUAL JOURNEY THROUGH THE SERVICE EXCELLENCE AWARDS 2025 & GALA DINNER




































FINAL THOUGHTS: THE JOURNEY OF CONTINUAL IMPROVEMENT IN CUSTOMER EXPERIENCE

One month after the ICX Service Excellence Awards, the energy and inspiration from the event continue to ripple through our community. The celebration was more than an acknowledgment of achievements; it was a call to action for all of us to remain committed to elevating the customer experience.

The pursuit of service excellence is not a one-time effort. It is a journey that demands consistent innovation, reflection, and adaptation. As organizations, we are tasked with placing customers at the heart of everything we do, recognizing that every interaction is an opportunity to build trust, loyalty, and positive impact.

The stories shared during the awards remind us that excellence is not confined to industry or scale. Whether in public service, technology, finance, or hospitality, the principles of empathy, accountability, and continuous improvement are universal. Let us carry forward the lessons and inspiration from the awards, striving to raise the bar in our industries. Excellence in customer experience benefits not just businesses but also the communities we serve, creating a ripple effect of positive change.

As we look to the future, let us commit to continual learning, celebrating progress, and embracing the opportunities ahead. The awards may be behind us, but the spirit of service excellence endures. Together, we can make every experience a remarkable one.

A NOTE OF APPRECIATION

We would like to extend our deepest gratitude to everyone who contributed to the success of the 2025 ICX Service Excellence Awards. Your participation, support, and dedication helped make this event a standout moment in the journey toward improving customer experience across industries.

To our esteemed participants, thank you for your hard work and commitment to excellence. Your contributions inspire others to continuously strive for innovation and improvement. To our judges, sponsors, and partners, your unwavering support was instrumental in making this celebration possible. We are deeply appreciative of your role in fostering a community of excellence.

A special thank you goes to everyone who attended and made the event memorable. Your enthusiasm and engagement throughout the evening were a testament to the shared commitment to driving positive change in customer service.

As we continue to celebrate and uplift excellence in customer experience, we look forward to growing these partnerships and working together toward even greater success in the years to come. Thank you once again for being part of this remarkable journey!

LOOKING FORWARD

As we gear up for an incredible new year, we are thrilled to announce that our 2026 Calendar of Events will be released before we close office on **11th December**. Stay tuned for a lineup of engaging programs, impactful initiatives, and must-attend events designed to foster service excellence and empower our community.

What to Look Out For in 2026:

- Inspiring workshops and training sessions to upskill and reskill your teams.
- Networking events to connect with industry leaders and like-minded professionals.
- Signature events like the **Annual Africa CX Conference**, **CEO Breakfast Forum & The Service Excellence Awards 2026**, where we celebrate outstanding achievements.

We encourage you to join ICX Kenya's initiatives next year, participate in the awards, and be part of our mission to elevate service excellence across industries.

Let's make 2026 a year of growth, collaboration, and excellence together!

ICX KENYA CALENDAR OF EVENTS 2026

QUARTER 1

JAN 16
Member Development
Webinar - Experience Management: Powering the Next Frontier of Service Excellence
Members: **Free**
Non-Members: **KES 1,000**

JAN 29
Member Development - **CX Leadership Round Table Discussion/Study Tour - Teleperformance Kenya**
Free for all

FEB 2ND - 6TH
5 Day Training on Strategic Development, Measurement and M onitoring of customer experience metrics and KPIs(Mid-Advance Career)
Members: **KES 81,200**
Non-Members: **98,600**

FEB 12TH
Member Development
Webinar
Members: **Free**
Non-Members: **KES 1,000**

FEB 26TH
Thought Leadership: **CX Blueprint Implementation Program - Implementation program for the 2 completed research projects**

MARCH 12TH
Member Development
Webinar
Members: **Free**
Non-Members: **KES 1,000**

MARCH 17TH -18TH
Member Capacity Building: 2-Day Lean Six Sigma YB Training (Mid - Advance Career)
Members: **KES 52,200**
Non-Members: **KES 69,600**

QUARTER 2

APRIL 10TH
Member Development
Webinar
Members: **Free**
Non-Members: **KES 1,000**

APR 13TH - 14TH
Member Capacity Building:
2-Day CX Masterclass, CCCX Certification -Diani
Members: **KES 81,200**
Non-Members: **KES 98,600**

APR 15TH -17TH
Thought Leadership: 3 Day Annual Africa CX Conference - Diani
Members: **KES 87,000**
Non-Members: **KES 104,400**

MAY 8TH
Member Development
Webinar
Members: **Free**
Non-Members: **KES 1,000**

JUNE 5TH
Member Development: Round Table Discussion/Study Tour- Banking Sector
Members: **Free**

JUNE 19TH
Member Development
Webinar
Members: **Free**
Non-Members: **KES 1,000**

QUARTER 3

JULY 15TH - 17TH
Member Capacity Building: 3-Day Training- Omnichannel Management and Optimization: (Mid-Advanced Career)
Members: **KES 69,600**
Non-Members: **KES 87,000**

JULY 24TH
Member Development
Webinar
Members: **Free**
Non-Members: **KES 1,000**

JULY 31ST
Member Engagement
CSR Activity
Members: **Free**
Non-Members: **KES 1,000**

AUGUST 7TH
Member Development
ICX Chairman's Golf Tournament
Members: **KES 7,000**
Non-Members: **KES 10,000**

AUGUST 19TH
Thought Leadership: CEO Breakfast Forum
Members: **KES 11,600**
Non-Members: **KES 17,400**

SEP 4TH
Member Development:
Round Table Discussion/Study Tour- Public Sector
Members: **FREE**

SEP 18TH
Member Development
ICX AGM & Webinar
Members: **Free**
Non-Members: **KES 1,000**

SEP 21ST -25TH
5-Day Training- CX Strategy Formulation and Implementation (Advanced Career)
Members: **KES 81,200**
Non-Member: **KES 98,600**

QUARTER 4

OCT 2ND
Member Development
Webinar (CS Week Theme 2026)
Members: **Free**
Non-Members: **KES 1,000**

OCT 5TH - 9TH
Customer Service Week 2026

NOV 6TH
CX Advocacy: Gala Dinner & Award Ceremony
Members: **KES 13,920**
Non-Members: **KES 17,400**

DEC 11TH
Webinar- Lessons from the Year and Launching 2027 Calendar
Members: FREE

INHOUSE TRAININGS

- **Contact Centre Teams Training**
- **Customer Experience Essentials & Sales Training**
- **CX Managers Training**
- **Leadership for CX Excellence Training**
- **Customer Journey Mapping Training**
- **CX Matrix Training**

ALL COSTS ABOVE ARE VAT INCLUSIVE

INSTITUTE OF CUSTOMER EXPERIENCE

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