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2021 CX Impact Award Winners Announced on 9th Annual CX Day Celebration

[MINNEAPOLIS, MN October 6, 2021] The Customer Experience Professionals Association ([CXPA](#)) announces three individuals as winners of the 9th annual CX Impact Awards. The CX Impact Awards honor individuals from around the world who positively impact customer experiences. These awards highlight professionals who have successfully led customer experience initiatives that impact their organization and its customer or the CX industry in a powerful way.

“CXPA is all about helping to support, develop, and acknowledge the development of CX professionals across their career,” said Greg Melia, CAE Chief Executive Officer for CXPA. “We’re really excited about the stories we have to tell, really thankful to the volunteers who are powering this awards program, and to everyone who tuned in.”

The Customer Experience Professionals Association ([CXPA](#)), is a global non-profit organization comprised of members who are dedicated to advancing the customer experience industry. The CXPA was created to enhance the field of customer experience and is honored to announce the winners of its 2021 CX Impact Awards.

This year we announced 21 finalists from Comcast, Firma, Telefonica Brasil, American Medical Association, Cameroon Telecommunications, and more. The three 2021 Impact Award Winners are:

Impact on Diversity, Equity, & Inclusion Outcomes Related to CX – Hilal Kahraman--Passenger Experience Design Specialist, Istanbul Grand Airport (Turkey)

Impact on CX in an Organization – Leandro Coelho – CX Director, Telefonica/Vivo (Brazil)

Impact on the CX Profession - Steve Walker--Chairman & CEO, Walker (U.S.)

The 2021 Impact Award winners were honored during a [LinkedIn Live](#) event held on October 5, 2021--[CX Day](#)--at 12 Noon CDT (5PM – UTC). Customer experience professionals from around the world gathered online for the anticipated reveal of our winners.

Building on this year's theme of CX is a Team Sport, each winner spoke of the collaboration involved in their success.

"All the work I have led wouldn't be possible without the support of many people. Firstly, our top management and all other eager teams. And of course, our CX team. We all worked together" said Hilal Kahraman, Passenger Experience Design Specialist, Istanbul Grand Airport.

"I was really surprised. It's an honor for Vivo and especially for me being recognized by the greatest CX association worldwide," said Leandro Coelho, CX Director, Telefonica Brasil. "Our CX program, DNA Vivo, has been built by every individual in the company every day, and this success was possible because of commitment of our leadership."

"I'm truly humbled to be part of this group," said Steve Walker, Chairman & CEO, Walker. "We do face sometimes some headwinds and some uphill climbs in our efforts to make our organizations more customer focused, but I think the cause is just, and so the effort is worthwhile."

The CX Impact Awards are announced during CXPA's annual CX Day celebration. This year's CX Day celebration saw thousands of participants in online events, company celebrations and local networking events around the world. You can access CX Day content panels and celebration albums featuring engagement from across the globe at www.cxday.org.

A very special thank you to our CX Day Sponsors: Forsta, Medallia, Qualtrics, SmartCommunications, Concentrix, Quadient, Verint, Alida, Bond Brand Loyalty, CallMiner, Second to None, SMG - Service Management Group, Yext, Genesys, and Sprinklr.

About the CXPA

The Customer Experience Professionals Association is a global non-profit organization dedicated to the advancement of customer experience professionals and organizational best practices. It provides customer experience professionals with educational and networking opportunities to help them succeed and facilitates the industry-wide advancement of the discipline of customer experience through the globally recognized Certified Customer Experience Professional (CCXP). For more information, visit <http://www.cxpa.org>.

About CX Day

CX Day is a worldwide celebration of customer experience professionals, held annually in the beginning of October. The CXPA fuels this industry holiday by providing resources, and tools to foster customer experience learning activities. The CX Day festivities either online or in person aim to welcome new customer experience enthusiasts and celebrate passionate customer experience professionals.

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