



2023 Superior Customer Experience Award



Dear Colleagues,

As we all know, taking care of our Customer's needs is one of our most important goals, giving direction to our daily work.

We make every effort to care for our Customer Experience with the highest quality of service.

On this occasion, I want to invite you all to take part in **this year's Superior Customer Experience Award**, bringing us closer to our efforts in caring for the Customers.

We all take part in this process, proving every day how important our values are.

Sergio Menendez
President Region EMEA

This year's categories:

BEST INITIATIVES IMPLEMENTED



We recognize actions that **improve moments along our Customer Journey** directly or indirectly, shifting our center of gravity towards our customers and inspiring our peers to do so. English is the preferred language, but if you're having any trouble with it, please don't hesitate to contact the Customer Experience team.

Registration of initiatives is open until October 27th.

[REGISTER HERE](#)

VERTUA



The Vertua Award aims to recognize commercial teams who **transform customer projects into sustainable ones** and **sell more Vertua products**.

Registration of Sustainable Projects is open until October 27th.

[REGISTER HERE](#)

DIGITAL MARKETING



This award recognizes the very best **Demand Generation Campaigns**: Customer-Based campaigns, Lead Acquisition campaigns, and Brand Positioning & Awareness campaigns.

[REGISTER HERE](#)

VOICE OF CUSTOMER



This award recognizes the improvement of Customer satisfaction and loyalty. It takes into account efforts mostly based on our **Net Promoter Score best practices** such as **NPS performance and improvement**, **Action Planning**, or **Closing the Loop process**.

CEMEX Go



As we offer our customers a digital experience through **CEMEX Go** and aim to make it the go-to platform of choice. In this category, **we recognize commercial teams for driving the adoption** of this solution.

DATA MOVERS



This award is compounded by two categories: the **Datathletes Award** recognizing the wisest or most skilled colleague in Cemex's commercial data & **Battle of the Charts Award** recognizing any CEMEX commercial employee for their skill in building a visualization report in Power BI.

VISIT OUR HUB TO LEARN MORE ABOUT THIS YEAR'S CATEGORIES!



[CLICK HERE](#)

