CCAS

GLOBAL CUSTOMER EXPERIENCE EXCELLENCE AWARDS

WINNERS FOR THE CCAS GLOBAL CUSTOMER EXPERIENCE EXCELLENCE AWARDS 2026

The Contact Centre Association of Singapore (CCAS), founded in 1998, is a not-for-profit organisation that represents the customer experience (CX) and contact centre industry in Singapore and the region. CCAS focuses on the practices, operational approaches and business issues that shape customer experience, from the contact centre to the wider customer journey. CCAS runs seminars, roundtables, panel discussions, technology showcases, networking events, the annual Global Customer Experience Excellence (GCX) Awards, the CCAS AI Summit and the Regional CX Industry Symposium.

To find out more about CCAS, visit https://ccas.org.sg/, call +65 6-CONTACT (+65 6266 8228) or email secretariat@ccas.org.sg

CORPORATE

Best Outsourced CX Organisation of the Year (Between 20 - 100 Seats)	Gold	AIA Shared Services Sdn. Bhd. Singapore Life & Vitality Contact Centre
	Judges' Mention	Connect Centre Pte Ltd Singapore Prison Services
Best Outsourced CX Organisation of the Year (Above 100 Seats)	Gold	TDCX (SG) PTE. LTD. Singapore Airlines
	Silver	UOB Centre Of Excellence (M) Sdn Bhd
	Bronze	DHL Supply Chain Singapore Pte.Ltd. DHL Contact Centre Services
Best CX Insights & Analytics Organisation of the Year	Gold	Citibank Singapore From Insight to Impact: Transforming Customer Experience with Citi's AI-Powered Analytics
		Singtel Project Pulse
	Bronze	Oversea-Chinese Banking Corporation Limited Redefining Contact Centre Service Excellence
	Judges' Mention	UOB LTD Reimagining Customer Journeys Through Real-Time Insights and Speech Analytics
Best Innovative Achievement in Sales & Revenue Programme of the Year	Gold	Citibank Singapore The Smarter Way to Say Yes — Seize T&C Push Notification: Innovative Digital Loan Acknowledgement Journey via Secure Push Notification
Best AI Mastery in CX Award of the Year	Gold	Singtel Project HAI
	Silver	Central Provident Fund Board RISE
	Bronze	Citibank Singapore The Agent Behind the Agent — From knowledge integration through AskWealth to real-time Agent Assist & beyond
	Judges' Mention	UOB LTD Delivering a Resilient Customer Experience through GenAI Enabled Servicing
		Trust Bank Singapore Trust AI Chatbot
Best Place To Work	Gold	Singtel
	Silver	Central Provident Fund Board
Best Customer Journey Impact of the Year	Bronze	Delta Air Lines
	Gold	LiveSpo Pharma, LTD. Co. LiveSpo - A Connected Health Ecosystem
	Silver	Citibank Singapore Dispute with Confidence: Reimagining the Dispute Journey for Every Customer
Best Outsourced CX Programme of the Year	Gold	NCS Pte Ltd NCS MOHCC
	Silver	TDCX (SG) PTE. LTD. Central Provident Fund Board
	Bronze	Terra Systems Pte Ltd Project Elevate; Oceco Customer Experience Transformation Programme
Best In-House CX Organisation of the Year (Under 20 Seats)	Bronze	SGX Group
Best In-House CX Organisation of the Year (Between 20 - 100 Seats)	Silver	DHL Express (Singapore) Pte Ltd Customer Contact Centre
Best In-House CX Organisation of the Year (Above 100 Seats)	Gold	Citibank Singapore AI with Empathy: Citi's Blueprint for a Human-Centric CX
Best In-House CX Programme of the Year	Silver	UOB LTD UOB Singapore Contact Center
		DBS Bank Ltd. Empathy Meets AI, Elevating Trust in DBS Scam Support
	Bronze	Oversea-Chinese Banking Corporation Limited Elevating Affluent Client Journey
		Singtel Help Against Scam
Best Innovative Use of Technology for CX of the Year	Gold	Citibank Singapore Innovation from Digital to AI – Unlocking The Power Of Technology Across The Bank For Elevated CX
	Bronze	DBS Bank Ltd DBS JOY 3.0
		TDCX (SG) PTE. LTD. TED
	Judges' Mention	Trust Bank Singapore Sentiment Analysis & QA Automation
Global CX Excellence Award of the Year	Gold	Citibank Singapore From Friction to Excellence: CitiPhone's Global CX Transformation
	Silver	Citibank United Arab Emirates CitiPhone Future4ready: Redefining Customer Experience
		Singtel Singtel Contact Centre
Best CX Delivered of the Year	Silver	Citibank Singapore From Frustration to Delight: Citi's AI-Powered Fee Waiver Revolution

INDIVIDUAL

Best CX Quality Assurance Professional of the Year	Gold	Diana De Guzman-Cruz Citibank Singapore
	Silver	Jamuna Rao D/O Jayaparan TDCX (SG) PTE. LTD.
	Bronze	Muhd Amier Ariffin Bin Rosli DBS Bank Ltd.
CX Champion of the Year	Gold	Nurul Fadiah Bte Muhamad Wafa DBS Bank Ltd.
	Silver	Geetha Selvaraj Citibank Singapore
		Zack Chan NTUC Fairprice Co-operative Ltd
Best CX Professional of the Year (Under 20 Seats)	Gold	Yu Weilin DBS Bank Ltd.
		Tan Beng Hui SGX Group
	Silver	Ng Mui Heng SGX Group
	Bronze	Khoo Hwee Ling SGX Group
Best CX Professional of the Year (Between 20 - 100 Seats)	Gold	Doreen Zhuo UOB Kay Hian
	Silver	Raine Lee NTUC Fairprice Co-operative Ltd
		Kimberly Seet Agape CP Holdings Pte Ltd
Best CX Professional of the Year (Above 100 Seats)	Gold	Naga Jothi S Rajindren TDCX (SG) PTE. LTD.
	Silver	Low Bock Eing TDCX (SG) PTE. LTD.
		Sulaiman Bin Mohamed Ismail NCS Pte Ltd
	Bronze	Kok Hui Jan UOB LTD
		Jihan Sadat Burhani UOB LTD
		Shangeswaran A/L Saravanan TDCX (SG) PTE. LTD.
Best CX Support Manager of the Year	Gold	Narasinga Rao Vandasan Singtel
	Silver	Josephine Abulok Tagra DBS Bank Ltd.
		Earl Jerick Bautista UOB LTD
	Bronze	Imran Bin Muhammad Yusof Oversea-Chinese Banking Corporation Limited
Best Data & Insights Professional of the Year	Judges' Mention	Andy Tan Kiat Siang Agape CP Holdings Pte Ltd
	Silver	Keran Mahotra Citibank Singapore
	Bronze	Geelyn Lin Inland Revenue Authority of Singapore (IRAS)
	Judges' Mention	Elston Poh NCS Pte Ltd
Best CX Team Leader of the Year (Under 20 Seats)	Silver	Lai Si Ying SGX Group
Best CX Team Leader of the Year (Between 20 - 100 Seats)	Bronze	Hark Tze Connect Centre Pte Ltd
Best CX Team Leader of the Year (Above 100 Seats)	Gold	Siew Funing Frederic DBS Bank Ltd.
	Silver	Nur Hanny Ang Poh San TDCX (SG) PTE. LTD.
	Bronze	Aaron Phan Wee Siong TDCX (SG) PTE. LTD.
		Phan Thi Minh Chau TDCX (SG) PTE. LTD.
	Judges' Mention	Alya Natura DBS Bank Ltd.
		Yaseen Mubarak John Singtel
Best CX Manager of the Year (Between 20 - 100 Seats)	Judges' Mention	Rajkannan A Gopalakrishnan Agape CP Holdings Pte Ltd
		Angel Ng Connect Centre Pte Ltd
Best CX Manager of the Year (Above 100 Seats)	Gold	Julie Tham Chuan Fern Oversea-Chinese Banking Corporation Limited
		Jackie Esteban Agbon Citibank Singapore
	Silver	Rajeswary Karuppaya UOB LTD
		Joane Jardinel Zaragoza DBS Bank Ltd.
	Bronze	How Ban Huey UOB Centre Of Excellence (M) Sdn Bhd
	Judges' Mention	Matthew Wong UOB LTD
Best CX IT & Infrastructure Professional of the Year	Gold	Khoo Yin Rong TDCX (SG) PTE. LTD.
	Silver	Fahmy Basahim DBS Bank Ltd.
	Bronze	Dylan Choong Wey Hau DBS Bank Ltd.
		Chin Nan Tian Central Provident Fund Board
	Gold	Ashwin Anand Muniswaran TDCX (SG) PTE. LTD.
Best CX Learning & Development Professional of the Year	Silver	Marina Binte Osman DBS Bank Ltd.
	Bronze	Matthew Kar Central Provident Fund Board
	Judges' Mention	Patrick Paul A. Lanuza Citibank Singapore
		Mohamad Sahri Bawany TDCX (SG) PTE. LTD.

MSP

Best CX Mystery Shopper Awards (Social Media)	Gold	Singtel Singtel Social Media Relation
Best CX Mystery Shopper Awards (Chatbot)	Silver	Trust Bank Singapore Trust Customer Care Centre
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	Judges' Mention	DBS Bank Ltd. DBS Customer Centre
Best CX Mystery Shopper Awards (Email)	Gold	NCS Pte Ltd NCS MOHCC
	Silver	DBS Bank Ltd. DBS Customer Centre
Best CX Mystery Shopper Awards (Voice)	Gold	DHL Express (Singapore) Pte Ltd Customer Contact Centre
	Silver	Trust Bank Singapore Trust Customer Care Centre
Best CX Mystery Shopper Awards (Webchat)	Bronze	Central Provident Fund Board CPF Contact Centre
	Gold	Trust Bank Singapore Trust Customer Care Centre
	Silver	DHL Express (Singapore) Pte Ltd Customer Contact Centre