

MultiChoice dominates first-ever CXA Awards



By [Juanita Pienaar](#)

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MultiChoice won four out of the six awards awarded at the first-ever CXA Awards held at the Century City Convention Centre in Cape Town last night. The other winners of the evening included the Gauteng Office of the Premier and Spree.co.za/Media24.



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Omni-channel Champion Award and Customer Insights Award

The first award of the night was the Omni-channel Champion Award. This award was given to the Gauteng Office of the Premier, that according to the organisers delivered its services seamlessly across and between all channels.

The winners of this award fully understand its customers, their preferred channels, and the stages its customers are on the customer journey. The organisation's overall message is experienced through every interaction that the customer has with the brand, regardless of channel, department, area of the business, etc

Deon Scheepers, senior manager: strategic business solutions consulting from Genesys Africa presented the award and said, "If you want to capture the real customer experience and if you want to be successful in your customer experience strategy, you need to be in a world where you can achieve proper omni-channel grouping."

Juan Mouton, portfolio director (eCommerce Money Africa) at Kinetic presented the Customer Insights Award to MultiChoice's Clint Payne, who is the program manager for customer experience at MultiChoice. Mouton said, customer insights is a term that is often misinterpreted and said that a simple definition is that it's "non-object understanding about the customer, which when acted upon gives you the potential to change their behaviour with mutual benefits."

He further went on to say that, "Real insight is of no value unless its acted upon. Real insight touches motivation and in today's trust economy, real insight means mutual value sharing."

A special prize of a neuromarketing research study valued at R250,000 was also awarded to the winner, sponsored by neuromarketing consultancy, Neural Sense.



MultiChoice team at CXA Awards © [CEMAfrica Summit website](https://www.cemafsummit.com/).

Customer-centric Culture Award and Digital Innovator

Rick Parry, CEO of Delight@work presented the Customer-centric Culture Award that also went to MultiChoice. “The experience we deliver to our customers ultimately comes down to our people,” Parry added. “Yes, we have technology, yes, we have to have processes, but our people are trained, aware and able to deliver what we refer to as that delightful customer experience on a consistent basis.”

Spree.co.za/Media24 won the Digital Innovator Award, which was also presented by Mouton, who introduced the award and said that digital innovation is about speed. “Understanding that customers consume content at hyper speed with the swipe of a finger. More than that it is about realising that there is no more B2B, it’s about H2H, human to human. It’s about engaging your customers in a humanistic way. This award is about recognising organisations that have been innovative in their approach to digital engagement to a seamless multi-platform approach.”

Spree won for their app that boasts image search and similar style shopping app features. They are the first in Africa to offer innovative technology that identifies clothing or footwear seen in photos and images and finds users something similar in their app.

Game-changer Award and CX Practitioner Award

MultiChoice walked away with another award; the Game-changer Award, presented by Chelsea Wintle from Kinetic who said that it often takes a significant shift in the way things are done to pioneer a successful customer experience. The winner of this award significantly changed the customer’s perception of the organisation and made it easier for customers to do business with them through a new approach to CX.

The last award of the evening was the CX Practitioner Award and was awarded to Landile Chauke from MultiChoice. The award was given to the person who has made a significant impact on the customer experience management industry and who achieved a high level of practical CX knowledge and great overall experience through doing customer focused things.

Chauke dedicated her award to her team, "all the ladies in customer experience" and to Rochelle Knock, GM: retentions and base management at MultiChoice, for believing in her, she said.

For more on the CXA Awards click [here](#) and keep an eye out on our coverage of the ongoing [CEM Africa Summit](https://www.cemafsummit.com/). You can also follow the summit on the following social media platforms [Facebook](#) | [Twitter](#).

ABOUT JUANITA PIENAAR

Juanita is the editor of the marketing & media portal on the Bizcommunity website. She is also a contributing writer.

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