

# MaritzCX wins CX Partner of the Year Award

Also celebrates three client wins at Australia and New Zealand's Most Important Customer Experience Awards

Sydney, October 21, 2019 — MaritzCX, a leading customer and employee experience management technology company, today announced that it was the winner of the CX Partner (technology or advisory) award at the 2019 CX Awards, held on 17 October in Sydney. Two of the CX platform provider's clients also won awards – NRMA took home CX Leader of the Year and CX Team of the Year, and EML won Best CX Transformation award. The CX Awards benchmark, recognise and celebrate CX excellence across Australia and New Zealand. Each category is judged by a panel of CX experts from some of Australia's leading brands. "We are exceptionally proud that our customers NRMA and EML were winners in three categories, knowing how hard they've worked to take their customer experience activities to the next level," said MaritzCX ANZ managing director David Blakers. When it came to the CX Partner of the Year award, the judges were impressed with MaritzCX's innovative approach to understanding customer emotion through journey-led analytics using natural language processing (NPL) and artificial intelligence (AI), as well as the tools to create the CX business case across cost and revenue growth drivers. David Blakers added, "Having our work recognised by an expert judging panel is a huge achievement as we continue to accelerate our business expansion and customer acquisition in the region. The CX Partner of the Year award is a testament to the effort and dedication of the MaritzCX ANZ team which consistently creates amazing programs with our clients." /Ends About MaritzCX MaritzCX is a leading provider of Customer Experience (CX) solutions for companies in the financial services, automotive, technology, industrial, retail and media industries. MaritzCX combines award-winning CX software with consulting expertise and analytics. The solution enables customer feedback to be collected at all touchpoints, analysed in real time and made available to all employees in the company in such a way that measures to improve customer relations and process optimisation can be initiated effectively and promptly. As a result, companies grow stronger and more profitably and customers receive better service. Further information is available at [www.maritzcx.com/au](http://www.maritzcx.com/au)

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