

CUSTOMER VALUE LEADERSHIP



Best Practices Criteria for World-Class Performance

Business Impact

- Financial Performance
- Customer Acquisition
- Operational Efficiency
- Growth Potential
- Human Capital

Customer Impact

- Price/Performance Value
- Customer Purchase Experience
- Customer Ownership Experience
- Customer Service Experience
- Brand Equity

The company demonstrates a strong overall performance

“The North American Customer Value Leadership Award for contact center omnichannel agent engagement is awarded to Upstream Works.

For 22 years, Upstream Works has steadfastly stuck to its mission of improving CX and EX by providing agents with feature- and information-rich tools to seamlessly engage with customers. Long before ‘omnichannel’ took root in customer contact in 2013, Upstream Works laid the groundwork for multi-channel engagement, enabling agents to excel in service delivery across channels.

- Nancy Jamison, Senior Industry Director



Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.