

10 EXECUTIVES TAKING CUSTOMER SERVICE TO THE NEXT LEVEL

This award pays tribute to service leaders who set the bar for customer experience.

FORTUNE™ PARTNERS IS PLEASED to announce the 2018 winners of the second annual FORTUNE™ Partners Top Service Leaders Award, an initiative underwritten by Salesforce.

This year's competition was fierce. With dozens of nominees from companies of all sizes across different industries, we followed stringent guidelines in selecting these ten winners. Nominees came from three sources: a public nomination form, an online search of candidates well recognized for customer experience, and Salesforce's direct observations of successful companies. A five-person panel of FORTUNE editors and customer service experts then carefully reviewed the pool of nominations.

How did we make the final selections? Entrants completed a questionnaire, then our panelists evaluated their responses. This year, we asked nominees to focus on the following: the role contact centers play in their digital transformation, how they integrate field service into customer service, and how they use cognitive tools such as artificial intelligence to enhance customer experience. Judges chose these themes because they reflect the cutting-edge thinking of leaders in customer care.

The 2018 winners put these principles into practice. Not only have they embraced the contact center as the nerve center for

customer intelligence, but they also recognize that, while analytics, workflow technology, and bots are reshaping the role of contact centers, human interaction has never been more important.

What's more, these honorees have mastered the art of delivering service directly to their customers when they want it, where they want it. The winners are also acutely attuned to the need to make full use of ever-evolving developments in artificial intelligence and machine learning. They are using these instruments—at scale—with one fundamental goal: to deliver exceptional customer experiences.

And as customer demand for increasingly personalized, connected experiences continues to rise, keeping up with these new tools and trends becomes a modern-day business imperative. The Top Service Leaders Award opens a dialogue about how leaders are doing just that.

The leaders honored here have embraced the difficult challenges of constantly shifting customer expectations with fresh insights, strategies, and tactics. They've worked hard to develop a fully rounded view of every customer interaction—and to make each one the center of their efforts.

FORTUNE™ Partners is proud to pay tribute to these visionaries.

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**FORTUNE
PARTNERS**

**TOP SERVICE
LEADERS AWARD**



Jason Goodroe
2nd VP, Customer Assurance
Organization
Aflac

Our One Day Pay initiative helps us proudly stand behind the fact that no one pays claims faster than we do. It's a natural evolution of how we've always done business.



Denise Wildish
SVP Service Excellence
ARI

We incentivize our people to optimize service delivery with financial and recognition rewards, including up to 17 additional days of pay every year for hitting service-focused performance goals.



Brian King
Global Officer, Digital,
Distribution, Global Sales &
Customer Engagement Centers
Marriott

Our Empower platform connects all aspects of a guest's stay and enables our Associates to anticipate every travel need.



Diana Oreck
EVP Owner Experience
NetJets Inc.

Creating emotional connections with customers is key to seizing market share. So we empower our Customer Service Teams to deliver "UMP" experiences: "unique, memorable, and personal."



Robin Gomez
Director, Data & Analytics
Radial

We use sentiment analysis to identify behaviors and responses and then follow up with agent coaching to shift phrasing in their conversations to have more successful, positive interactions.



Derrell James
SVP Global Services & Solutions
RingCentral

RingCentral's focus is enabling a superior customer experience. With customer satisfaction ratings exceeding 9.4 on a 0–10 scale, RingCentral is a trendsetter in the industry.



Nate Rosenthal
Head of Customer Service
Square

Our machine-learning models predict issues based on a customer's account, delivering personalized and efficient experiences that give time back.



Shaun Braun
VP Group Information Officer
Stryker

Together with our customers, we are driven to make healthcare better. Every day, people count on us for medical equipment that performs at its best.



Jennifer Bergen
SVP Strategic Solutions
Synchrony

Sydney, our Intelligent Virtual Agent, already resolves over half our customer chats, and we're piloting her in assisting our live agents and expanding to other channels.



Allan Carpenter
Head of Service Enablement
Thomson Reuters

Our High Impact Coaching program empowers managers to help people shift to a more open and positive mindset and become better at things they're already good at.