

Lumen awarded for putting customers first!



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Our employees' efforts to adopt a culture around customer centricity is gaining traction - and the outside world is noticing!

[Lumen Technologies](#) was recently awarded the Gold Award for Customer Centric Culture - Large Company in the first-ever [USA Customer Experience Awards 2022](#). Awards International™ hosted this world premiere award event and is the Dream Team behind 12 prestigious awards programs across the world. Award winners were publicly recognized for achieving success in elevating customer experience and improve the state of the CX industry during a virtual ceremony on June 30.

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Independent judging panels decided on the winners based on their shared experiences of CX transformation, innovation and inspiration across 19 different categories. This prestigious award elevates Lumen to the status of fellow Gold Award recipients IBM, Stanley Black and Decker, Cisco Systems and Walgreens.

Lumen's VP of Customer Experience Beth Ard credits her "rock star" team, innovative CX programs and Lumen's commitment to creating a differentiated customer experience.

"We're excited to be honored with this award because it validates the progress that we are making in our Customer Centricity journey," she says. "I appreciate the strong collaboration that we have seen throughout Lumen to put the customer at the forefront of everything that we do. This is proof that we are all owning the experience."

With the goal of furthering human progress through technology, Lumen has essentially evolved our culture to become more customer centric. During this time, the CX Team has launched a multiprong effort to educate employees on the customer experience, recruit customer champions across the business and transform the company into a customer-first organization.

As part of the award review, five key areas were cited in our transformation:

1. **Operational alignment:** Evolving from organizational silos to connected collaboration with the customer at the center.
2. **Data-driven decisions and action accountability:** Analyzing and acting on customer data, including Voice of the Customer data, to do the right thing at the right time for our customers.
3. **Best-in-class journey management:** Training, coaching, consulting and certifying employees to own the journey and drive improvements; building to scale.
4. **CX culture change, communications and customer advocacy:** Establishing this program as a separate function with a dedicated team, critical to driving CX adoption.
5. **Attracting and retaining top talent:** Fielding a team of passionate and resilient leaders that listen, learn, collaborate and act as a team. Top talent was recruited from across the organization to support the effort.

During the [2021 International Customer Experience Awards](#), Lumen was awarded with a Bronze Award for Employee Experience in the Crisis - Telecom and Logistics & Supply Chain. Ard was also recognized with a Silver Award as a CX Leader of the Year - Over 5,000 Employees (Large Organization).

As a customer-centric company, [Lumen](#) is committed to furthering human progress through technology and inspiring our customers to not only imagine new possibilities but make them a reality.

Learn more about Lumen's history of awards [here](#).

<https://news.lumen.com/lumen-awarded-for-putting-customers-first>

