# Dialog recognized as the Best in the World for Measurement in Customer Experience

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Dialog Axiata has been recognized with four distinguished honors at the Customer Centricity World Series Awards (CCWS) 2025 held in Dubai, reaffirming its leadership in customer experience and its unwavering commitment to delivering excellence across every touchpoint. Now in its sixth year, the global event organized by ARCET Global celebrates leading organizations that set new benchmarks in customer and employee experience. At this year’s ceremony, Dialog secured four top awards – Best Measurement in Customer Experience (World Series

Winner and APAC Regional Winner), Best Customer Experience Strategy (APAC Regional Winner), and Customer Insight and Feedback – VoC (APAC Regional Winner) – underscoring the company's deep focus on customer insight, service innovation, and creating value through every interaction.

"We are truly honored to be recognized among the world's best in customer experience. These awards are a tribute to the unwavering passion of our people and partners who place customers at the heart of everything we do. At Dialog, customer centricity is more than a practice – it's our culture and purpose. This recognition reinforces our commitment to enriching lives, empowering Sri Lankans, and creating meaningful experiences every day," commented Sandra De Zoysa, Group Chief Customer Officer, Dialog Axiata.

Dialog's recognition at the Customer Centricity World Series Awards 2025 reaffirms its continued leadership in elevating customer experience standards, both locally and regionally, while strengthening its role as Sri Lanka's most trusted and customer-focused brand.