# 2026 CXPA CX Impact Award

Presented to

# Cybit

In recognition of your organization's exceptional case study documenting measurable business impact and communicating the business value of customer experience.

Your contribution helps strengthen the evidence base for the customer experience profession and supports learning across the global CX community.

**Greg Melia, CAE**

**CEO**

Customer Experience Professionals Association

CXPA™

*Jayalakshmi Sudarshan*

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**2026 Chair**

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