

MarketingWeek

The graphic features the text 'CX50' in large white letters on a dark purple background. To the right is a geometric pattern of white lines forming a grid of triangles. Below this are four white icons: a square with two quarter-circles, a circle with a magnifying glass, two stacked semi-circles, and the year '2024'.

SECTOR 4 OF 5:  
MANUFACTURING, LOGISTICS,  
ENERGY AND UTILITIES

IN PARTNERSHIP WITH



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# Forewords

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Welcome to the sixth CX50 list of the UK's top 50 customer experience professionals.

Cognizant is delighted to have joined forces with Marketing Week and Adobe to highlight and celebrate the innovators and change-makers leading the way in customer experience (CX).

It's a pivotal moment for CX as the pace of change steps up yet again. There are more opportunities to reimagine experiences than ever before, particularly with the potential of generative AI. Whilst exciting, CX leaders are challenged to adapt, fulfil ever-expanding customer expectations, and make the most of the emerging modern technology landscape.

Businesses that are winning in experience still place customer-centricity, brand purpose, sustainability and transparency at the heart of their CX strategy. Now, they are combining this with active exploration of a new wave of strategies and technologies. Uniting the proven with innovation is what enables them to deliver the next generation of faster, seamless, intuitive and flawless experiences.

This year's CX50 highlights the 50 leaders who are successfully navigating this wave of change.

Congratulations to them all.



**Rohit Gupta**  
*Managing Director, UK and Ireland*  
Cognizant



**Ian Barlow**  
*Head of DX, UK and Ireland*  
Cognizant



**James Lennon**  
*Sales Director, UK and Ireland*  
Cognizant Netcentric

At Adobe we believe today's digital leaders have the unenviable challenge of keeping up with the lightning pace of marketing innovation, while delivering personalised experiences for customers.

The best go even further, and create highly personalised experiences for every customer, on every channel, in real-time, that not only deliver results today, but position their organisation for future success.

We are proud to partner with Cognizant and Marketing Week on CX50 to celebrate those individual leaders.



**Suzanne Steele**

*Vice President and Managing Director, United Kingdom, Ireland, Middle East and SSA*  
Adobe



**Russel Parsons**  
*Editor-in-chief*  
Marketing Week

Few of us had a fun year in 2023. Growth was insipid, budgets were constrained and whatever extra money customers could spend went mostly down the drain of inflation. Add to this the corporate nervousness around the wars in Ukraine and the Middle East, and the political polarisation across the West, and the environment was far from conducive to investing in customer-centricity.

If things don't exactly look rosy now that we've turned our calendars to 2024, they at least look a bit less uncertain. Most brands seem to know what they have to spend, even if it's less than it was before. Time, then, to regain composure and remind ourselves what the best brands never forget: that regardless of the economic climate, we are nowhere without our customers.

And this, once again, is where the CX50 comes in. For the sixth time, Marketing Week – along with Cognizant and Adobe – has scoured the terrain to find the best examples of customer focus that the UK can offer. We've used our tried and tested approach to identify the top 50 customer experience professionals in the country, highlighting both pioneering product innovations and basic good service, as well as everything in between.

That's not to say we're standing still. We've done a few things differently in 2024, namely expanding the list outside the consumer sphere to look more deeply into the B2B and public sectors – thus offering more detailed and diverse perspectives on how brands create customer value across the whole economy. But the common dedication towards one simple goal remains plain: the pursuit of better experiences that benefit customers and businesses alike.

# Methodology

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The Marketing Week CX50, in partnership with Cognizant and Adobe, is the pre-eminent annual list of the UK's top 50 customer experience professionals, now in its sixth year.

For 2024, we have taken a new sector-driven approach to compiling the CX50 list, in an effort to better represent the diverse range of customer experiences and priorities present across the economy – particularly increasing its coverage of B2B organisations and the public sector compared to previous years. The CX50 2024 is divided into the following five sectors, each featuring 10 professionals:

- Retail, consumer goods, travel and hospitality
- Financial services
- Public sector
- Manufacturing, logistics, energy and utilities
- Life sciences

Our criteria and methodology for determining the CX50's members remain the same as in previous years. In order to create a pool of candidates, we combine nominations from Marketing Week and Cognizant's professional networks with independent measures of brands that perform highly on CX. To select the final list, we then assess individuals' achievements in the past year and over the course of their careers against the three criteria of impact, innovation and influence.

The CX50 members possess an eclectic set of skills and responsibilities, all crucial in the effort to deliver exceptional customer experience, so while we have not split the CX50 2024 into the five categories we have used previously, these nevertheless remain relevant as descriptions of who the CX50 are and what they embody, namely: organisational leaders, brand guardians, technologists, disruptors/challengers and growth drivers.

# CX50 2024

## MANUFACTURING, LOGISTICS, ENERGY AND UTILITIES

**Amy Belbeck**

*Chief Marketing Officer*

HomeServe

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**Jude Burditt**

*Director of Customer Solutions*

Severn Trent

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**Tim Jones**

*Director of Marketing, Communications and Sustainability*

DPDgroup UK

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**Fiona Nicholls**

*Head of Service Experience, Business Services*

National Grid

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**Jon Paull**

*Chief Customer and Operating Officer*

Octopus Energy

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**Nick Ratcliffe**

*Customer Experience Director*

Volkswagen Group UK

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**Claire Sharp**

*Customer Director*

Northumbrian Water

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**Emma Strain**

*Customer Director*

TfL

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**Anita Yandell-Jones**

*Chief Customer Officer*

Ecotricity

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**Peter Zillig**

*Director of Marketing*

Ford of Europe

# CX50 2024

## MANUFACTURING, LOGISTICS, ENERGY AND UTILITIES



**Amy Belbeck**  
*Chief Marketing Officer*  
HomeServe

As a member of the HomeServe UK executive since November 2019, Amy Belbeck leads a team of 100 employees in the marketing and product functions, on a mission to accelerate growth and deliver value for the home repairs and improvements company. Being responsible for product, pricing, digital and marketing, she prides herself on building teams with a commercial and customer focus, and has served as executive sponsor of diversity, equity and inclusion.

Belbeck is adept at making sure customer insight is at the heart of marketing efforts, including its ads that encourage people to 'take home life in your stride'. The aim, she says, is to show the brand knows "how important it is for our customers to feel in control when the worst might happen".

Belbeck has been at HomeServe over 12 years and her career before that was spent in the banking sector – at Royal Bank of Scotland and before that Barclays – during which time she has mastered a wide variety of marketing disciplines and channels.



**Jude Burditt**  
*Director of Customer Solutions*  
Severn Trent

Water companies have had bad press in recent times, but at Severn Trent, Director of Customer Solutions Jude Burditt has been trying to earn recognition from customers for the right reasons. This has included a number of initiatives to improve customer service, such rolling out contact centre automation and licensing technology from Octopus Energy Group's B2B arm Kraken. The latter enables the launch of new products for smart meter customers that can reduce water consumption, as well as AI enhancements to interactions with call centre teams.

Both Severn Trent and its Welsh subsidiary Hafren Dyfrdwy rank in the top three on regulator Ofwat's D-Mex measure of customer experience for developer services, while Severn Trent is the first water company to achieve the highest rating for its environmental performance from The Environment Agency for four consecutive years.

Burditt already had over 25 years' experience working in operations, IT leadership and service optimisation within the telecoms and energy sectors when she joined Severn Trent in November 2021. That included introducing a new operating model to improve customer experience while at First Utility. She also oversaw successful customer migrations after the company was acquired by Shell Energy (now part of Octopus).



“

**We know how important it is for our customers to feel in control when the worst might happen.”**

Amy Belbeck, HomeServe

# CX50 2024

## MANUFACTURING, LOGISTICS, ENERGY AND UTILITIES



**Tim Jones**

*Director of Marketing, Communications and Sustainability*  
DPDgroup UK

As well as maintaining its long-held reputation in the parcel delivery market for good customer service, DPD's stated aim is to be the UK's most sustainable courier. Innovation is key to fulfilling both those objectives, and consequently Director of Marketing, Communications and Sustainability Tim Jones is constantly pressing the brand forward.

Among the pioneering initiatives he has led is the rollout of robot deliveries in 10 UK towns and cities, following a successful pilot project in Milton Keynes. The company has identified up to 30 depot locations that could potentially support robot deliveries. He has also formed a host of partnerships that aim to minimise DPD's environmental footprint, for example its EcoLaunchPad, which seeks sustainable solutions centred on carbon reduction in transport, delivery and buildings.

Jones is a DPD veteran, having spent over 20 years at the company. Prior to that, he was General Manager of Marketing at TNT for eight years.



**Fiona Nicholls**

*Head of Service Experience, Business Services*  
National Grid

Few of us would think much about the customer experience offered by National Grid until the lights literally go out, but for customers of its business services arm the offering is critical to maintaining and growing their organisations – whether that be through installation and maintenance, the design of electricity networks, training or smart metering.

For the past four years, Fiona Nicholls has led the team responsible for ensuring business customers receive consistently excellent service.

In her previous role at National Grid in the preceding three years, Nicholls took part in a landmark transformation of its customer experience, managing global customer training and employee experience programmes.

Prior to joining the electricity distribution company, she held roles delivering CX and EX programmes at both Jaguar Land Rover and E.ON.



“

**Our customer service model is set up to provide an outrageously good, easier customer experience.”**

Jon Paull, Octopus Energy

# CX50 2024

## MANUFACTURING, LOGISTICS, ENERGY AND UTILITIES



### **Jon Paull**

*Chief Customer and Operating Officer*  
Octopus Energy Group

For seven years in a row, Octopus has been named a Which? recommended energy provider – a remarkable feat for any brand but even more so in light of the huge number of customers it has taken on from former providers such as Avro, Bulb and Shell. Only eight years after it was founded, it is now the largest electricity and second-largest gas provider to UK households, earning revenues of £13bn in its 2023 financial year.

From its founding, the Octopus model was based on using technology to drive cost out of energy, but also on excellent customer service – measured by customer outcomes rather than spurious response-time data. As Chief Customer and Operating Officer for Octopus Energy Group and its B2B technology arm Kraken, Jon Paull is in large part responsible for delivering on that promise. The ethos, he explains, is simple: “Our customer service model is set up to provide an outrageously good, easier customer experience while creating an enjoyable workplace for our team.”

In tangible terms, that has involved him dismantling siloed teams and replacing them with upskilled ‘energy experts’, able to answer virtually every customer question hassle-free. This is enabled by cloud-based Kraken systems, which incorporate machine learning to diagnose customer issues and provide solutions quickly.



### **Nick Ratcliffe**

*Customer Experience Director*  
Volkswagen Group UK

Driving customer-focused transformation is the name of the game for Nick Ratcliffe, who sits on Volkswagen’s UK management board as Customer Experience Director. To achieve this goal, he focuses on generating “sustainable, profitable growth and brand value through the delivery of distinctive and effective customer engagement strategies”.

With a degree in molecular biology, Ratcliffe has a natural enthusiasm for evidence-based marketing science and behavioural economics, so unsurprisingly data is at the heart of all these efforts. His remit at the automotive group also includes customer insight, contact centres and marketing technology across the UK brand portfolio. He has introduced ecommerce, connected services and advanced analytics since joining Volkswagen in 2019.

During his career he has worked for several vehicle brands including BMW, Citroën, Mercedes, Audi and Jaguar Land Rover, but also had stints outside the sector at Glaxo and BT.

“

**[I focus on] profitable growth and brand value through the delivery of distinctive and effective customer engagement strategies.”**

Nick Ratcliffe, Volkswagen

# CX50 2024

## MANUFACTURING, LOGISTICS, ENERGY AND UTILITIES



**Claire Sharp**  
*Customer Director*  
Northumbrian Water

When Claire Sharp joined Northumbrian Water over 30 years ago, the company didn't even have computers, so she probably couldn't have imagined that by 2023 it would be the UK's top-rated water company. That was the finding of the most recent Water Matters Report by the Consumer Council for Water, which ranked Northumbrian best for customer service, value for money and trust.

Sharp has led the company's efforts to build a service-driven culture that puts customers at the heart of the business, and observes that getting the basics right are key to this: "Our people work incredibly hard to keep the water flowing, and to be on hand to support whenever our customers need us."

Going beyond this, Sharp has also been behind efforts to expand customer choice – for example offering a range of payment types including credit and debit cards, Apple Pay and Google Pay. This has been driven by the cost-of-living crisis and a need to adapt to the preferences of customers – particularly those who are struggling to pay.



**Emma Strain**  
*Customer Director*  
Transport for London

A year into her role as Transport for London's Customer Director, Emma Strain has already been involved in a number of public campaigns covering everything from service improvement to the renaming of Overground lines. Since she arrived, TfL has rolled out multilingual ads for the Elizabeth Line on British Airways flights and at Heathrow, facilitated the opening of new pitches and auditions for licensed buskers on the London transport network, and reimaged the Tube map for the first time in 90 years as part of a partnership with Samsung.

After working for the Greater London Authority for 11 years on project delivery and external affairs, Strain was appointed to TfL in April 2023. Her brief was to raise awareness with communities, business sectors and key stakeholders, and take responsibility for customer strategy and experience.

With TfL's passenger numbers again growing to their highest levels since the Covid pandemic, Strain will undoubtedly have a busy year ahead ensuring travellers have the experience they want and expect on their journeys.

“

**Our people work incredibly hard to keep the water flowing, and to be on hand to support whenever our customers need us.”**

Claire Sharp, Northumbrian Water

# CX50 2024

## MANUFACTURING, LOGISTICS, ENERGY AND UTILITIES



**Anita Yandell-Jones**  
*Chief Customer Officer*  
Ecotricity

Ecotricity's brand profile took a leap forward in January when it was named one of only three Which? recommended energy providers, on the strength of its overall customer service and the quality of its communications. The consumer association has also awarded it the status of Eco Provider: with no shareholders, Ecotricity invests the money it makes into renewable energy generation.

The brand's customer experience falls under the remit of Chief Customer Officer Anita Yandell-Jones, who says of her growing team: "Our people really do care about the service to our customers and go the extra mile."

Instilling a customer-centric culture is a key part of this, which involves making sure staff have the knowledge, processes and systems to do their jobs, and empowering them to do the right thing. Customer and agent journeys have recently been redesigned as part of a digital transformation project to encourage collaborative working; staff are encouraged to provide feedback and action change, so communication is always two-way and valued.



**Peter Zillig**  
*Director of Marketing*  
Ford of Europe

"We are all busy refounding Ford Motor Company for the electric, connected and sustainable age," says Peter Zillig, Ford's top marketer in Europe, describing the work he and his teams are focusing on. As Ford turned 120 last year, Zillig was turning the brand's sights on the next 120 years, particularly by promoting its Explorer electric vehicle through a variety of activations that included a partnership with Indiana Jones and the Dial of Destiny.

Zillig has led the European marketing approach at Ford through a customer-driven transformation, based on the overarching philosophy of 'Adventurous Spirit'. This reinforces the brand identity and defines the product portfolio and customer experience, bringing a "swagger" to electrification that's born out of Ford's American heritage.

Having spent most of his career agency-side with the likes of Cheil and Euro RSCG, it's not only motoring that Zillig is keen to reinvent – he also believes advertising needs to change to make a more positive contribution to today's societal challenges.



A white icon of a double quotation mark, consisting of two curved lines facing each other, positioned to the left of the main text.

**Our people really do care about the service  
to our customers and go the extra mile.”**

Anita Yandell-Jones, Ecotricity

# About our partners

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## **Cognizant**

Cognizant (Nasdaq-100: CTSI) engineers modern businesses. We help our clients modernise technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life.

Zone, our experience consultancy, is the first port of call for businesses seeking human-centred partners who can transform, innovate and optimise any customer or employee experience. Our experience transformations, which include the latest GenAI innovations, change people's lives for the better, whatever the scale of the challenge.

Cognizant Netcentric, our Adobe Centre of Excellence, transforms customer experiences by leveraging the Adobe Experience Cloud. We enable brands to connect with their customers, achieve customer experience excellence and succeed in the digital era.

For more information, please visit [www.cognizant.com](http://www.cognizant.com) or [Cognizant's LinkedIn page](#).

## **Adobe**

Adobe gives everyone – from emerging artists to global brands – everything they need to design and deliver exceptional digital experiences. We empower people to create beautiful and powerful images, videos and apps, and transform how companies interact with customers across every screen.

Adobe Creative Cloud, Document Cloud and Experience Cloud bring together our design expertise with customer intelligence to deliver experiences that get results. With a robust platform that's powered by advanced science, a thriving community of partners and developers, and a culture that's passionate about pushing the boundaries of what's possible with our products, Adobe is changing the world through digital experiences.

For more information, visit [Adobe.com](http://Adobe.com).

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