# Forrester Announces North American Recipients of Its 2024 Customer Obsession Awards

May 14, 2024

*Prudential, as well as leaders from Albertsons Companies and T-Mobile, to be recognized at CX Summit North America*

CAMBRIDGE, Mass.--(BUSINESS WIRE)--May 14, 2024-- Forrester (Nasdaq: FORR) today announced that Prudential, as well as leaders from Albertsons Companies and T-Mobile, are the North American winners of its 2024 Customer Obsession Awards. Forrester's Customer-Obsessed Enterprise Award and Customer-Obsessed Leadership Award recognize organizations and senior executives, respectively, that are putting customers at the center of their leadership, strategy, and operations to deliver outstanding customer experience (CX) and accelerate business outcomes. Award recipients will be honored at CX Summit North America, being held in Nashville, Tennessee, and digitally, June 17–20, 2024.

**Prudential** is this year's North American recipient of Forrester's Customer-Obsessed Enterprise Award. The global financial services company is being recognized for driving a customer-focused strategy, cross-functional alignment, and employee engagement to fuel customer obsession and growth throughout the enterprise.

North American winners of Forrester's 2024 Customer-Obsessed Leadership Award include:

- **Jill Pavlovich, senior vice president of digital shopping experiences, Albertsons Companies.** Pavlovich is being recognized for her leadership in shaping Albertsons Companies' digital strategy in the rapidly evolving digital grocery space. Her steadfast commitment to customers and employees has helped the grocery retailer create and deliver seamless omnichannel experiences.
- **Jon Freier, president of Consumer Group, T-Mobile.** Freier is being honored for fostering deep collaboration and alignment across retail, customer care, and network teams to eliminate customer pain points and create efficiencies. He firmly believes that employees must be emotionally connected to their brand to serve their customers best and is continually looking for innovative ways to solidify the customer relationship.

"We congratulate this year's winners of Forrester's Customer Obsession Awards," said Rick Parrish, vice president and research director at Forrester. "This year's honorees are propelling business growth through their commitment to customer obsession, especially through deep collaboration across CX, marketing, and digital functions. We look forward to celebrating their achievements at CX Summit North America."

Forrester Customer Obsession Award recipients will share their success stories at CX Summit North America, a leading event for CX, B2C marketing, and digital leaders to learn best practices for how to blend genAI with human capabilities to create differentiated value for customers.

**Resources:**

- Register to attend Forrester's CX Summit North America.
- Visit here to discover previous Forrester Customer Obsession Award winners.
- Explore Forrester Decisions services for Customer Experience, B2C Marketing Executives, and Digital Business & Strategy.

**About Forrester**

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We help leaders across technology, customer experience, digital, marketing, sales, and product functions use customer obsession to accelerate growth. Through Forrester's proprietary research, consulting, and events, leaders from around the globe are empowered to be bold at work — to navigate change and put their customers at the center of their leadership, strategy, and operations. Our unique insights are grounded in annual surveys of more than 700,000 consumers, business leaders, and technology leaders worldwide; rigorous and objective research methodologies, including Forrester Wave™ evaluations; more than 100 million real-time feedback votes; and the shared wisdom of our clients. To learn more, visit Forrester.com.

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Source: Forrester