

PROGRAM GUIDE



2026

***ISG** Star of Excellence™

ISG's Voice of Customer Research program recognizes exceptional enterprise client experience with technology and service providers.

ISG Star of Excellence™ is based on direct feedback from enterprise clients.

Awarded to providers with the highest CX scores.



Why Participate?



INFLUENCE

Support your ISG Provider Lens® positioning and provide CX insights to ISG sourcing advisors

IMPROVE

Gain actionable CX insights

RECOGNIZE

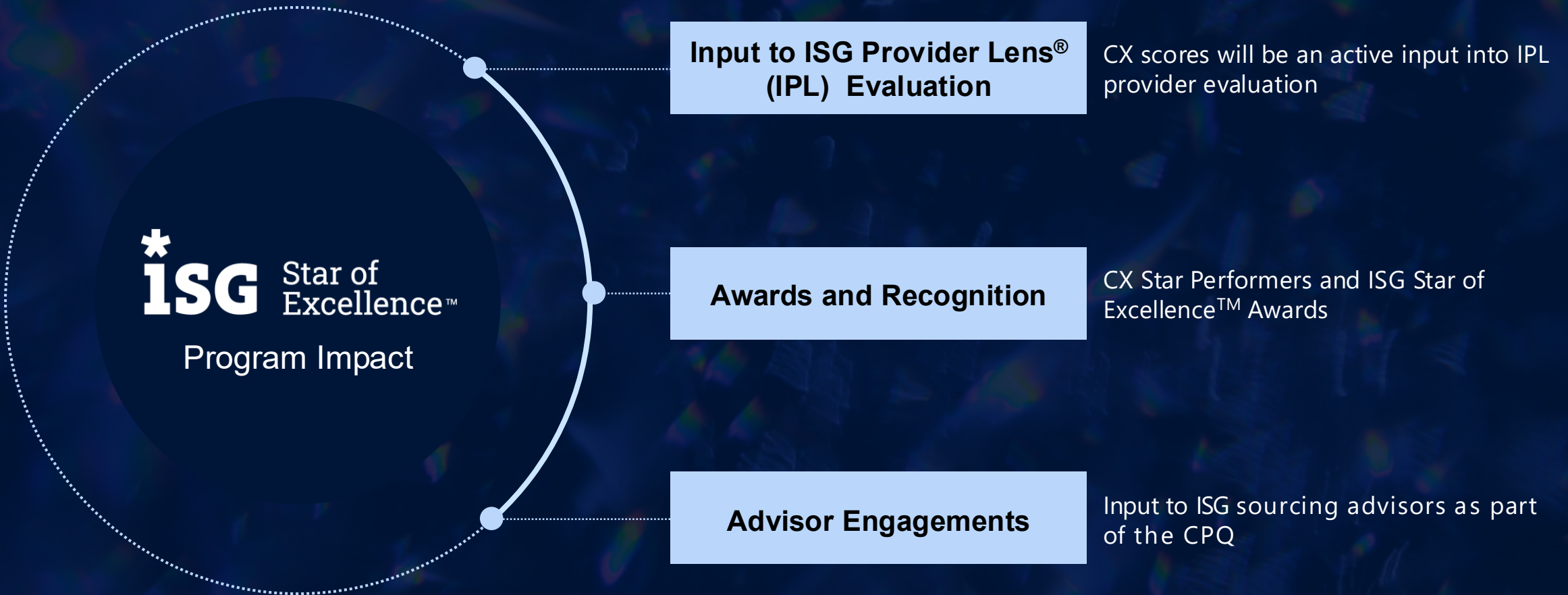
Earn recognition for CX excellence at a global level

PROMOTE

Leverage awards and insights in your marketing

Star of Excellence Ecosystem

Connecting CX Insights to Market Impact



Star of Excellence CX Framework

Voice of the customer is evaluated based on foundational six pillars, which are meaningfully curated to align to the current nature of engagements. The pillars encompass evolving client expectations, service quality needs and business impact delivered by providers.

Enterprise Ratings:

Provides an unbiased, independent comparative evaluation of provider performance in real engagements, reflecting the service quality, collaboration and overall client experience.

- Collaboration and Transparency

- Execution and Delivery

- People and Cultural fit

- Governance and Compliance

- Innovation and Thought Leadership

- Business Continuity and Flexibility

ISG Star of Excellence Awards

Two Paths to Recognition

Star Performers

These recognizes the provider achieving the highest customer experience score within an individual ISG Provider Lens[®] study. The evaluation is completed at the conclusion of each ISG Provider Lens[®] research cycle.

Deadline: The client response deadline is aligned with the RFI submission deadline for the respective ISG Provider Lens[®] study.

CRITERIA

- Provider must be positioned in respective study quadrant
- Minimum 3 responses required
- Highest score qualifies

Annual SoE Awards

These awards recognize providers achieving the highest overall customer experience (CX) scores across multiple award categories at the end of each calendar year.

2026 Awards Deadline: 15 October 2026

CRITERIA

- Must have responses across 40% of the studies in that cluster
- Minimum 5 responses per cluster
- Highest score qualifies

Star of Excellence Annual Awards Categories

Award Categories:



Enterprise Tech
Transformation Award



Intelligent Business
Process Award



Industry Impact
Award



Product Ecosystem
Award



Applied Intelligence
(AI & Data) Award



Delivery
Excellence



Innovation
Excellence



Special Category -
Digital Engineering
Services

Star of Excellence Awards Categories

Award Categories:



Client Champion

The Client Champion Award is the premier Star of Excellence™ recognition, honoring providers that consistently deliver exceptional customer experiences across a broad portfolio of services.



Americas Excellence Award



EMEA Excellence Award



APAC Excellence Award

Criteria

The Highest Recognition in Customer Experience

- The **Client Champion Award** is the premier Star of Excellence™ recognition, honoring providers that consistently deliver exceptional customer experiences across a broad portfolio of services.
- To qualify, providers must demonstrate outstanding customer experience performance across at least **50% of all eligible technologies, industries, and geographic regions**, reflecting sustained excellence and broad market impact.
- **This award recognizes organizations that have earned the trust, confidence, and advocacy of their clients on a global scale.**

Celebrating Customer Experience Excellence Across the Globe

- The **Regional Awards** recognize providers that deliver exceptional customer experiences within a specific geographic region.
- **Awards are presented for:** Americas, APAC, EMEA
- Providers achieve superior customer experience scores from enterprise clients within their region, demonstrating a deep understanding of local markets while consistently delivering world-class service.

Criteria

Recognizing Leaders Within Their Domain

The Excellence Awards celebrate providers that consistently deliver outstanding customer experiences within a specific service or market category.

Awards are presented across:

Enterprise Tech Transformation, Intelligent Business Process, Applied Intelligence (AI & Data), Product Ecosystem, Industry Impact, and Digital Engineering Services (Special Category)

Recipients demonstrate:

- Above-average customer experience scores
- Strong client participation
- Consistent service excellence
- Meaningful business value delivered to clients

These awards recognize providers that have established themselves as customer experience leaders within their respective markets.

Enterprise Tech Transformation (Formerly ITO)

Technology services that enable the modernization, operation and optimization of enterprise IT through cloud, infrastructure, applications, cybersecurity, workplace, network and platform services, helping enterprises accelerate business transformation, resilience and innovation.

Intelligent Business Process (Formerly BPO)

Business services that transform and optimize enterprise operations through domain expertise, digital technologies, automation and AI across functions such as customer experience, finance and accounting, procurement, supply chain, payroll and other business processes, delivering measurable business outcomes.

CX Partnership Awards

Honoring Partnerships That Create Exceptional Customer Outcomes

The **CX Partnership Awards** recognize providers whose relationships with clients are defined by collaboration, innovation, and measurable business impact.

Delivery Excellence Award

Recognizes providers that consistently deliver high-quality services, operational excellence, and outstanding customer satisfaction.

Innovation Excellence Award

Recognizes providers that help clients achieve business success through innovation, transformation, and forward-thinking solutions that enhance the customer experience.

These awards celebrate partnerships built on trust, collaboration, and a shared commitment to customer success.

Category Classification

AI and Data	BPO	Ecosystem	
• Advanced Analytics and AI • Agentic AI • AI-Ready Hardware • Generative AI • Intelligent Automation	• Contact Center - CX • Finance and Accounting • Payroll • Procurement Services • Supply Chain	• Amazon Connect Ecosystem • AWS Ecosystem • Cloudera Ecosystem • Databricks Ecosystem • Duck Creek Services Ecosystem • Google Ecosystem • Guidewire Services Ecosystem • Microsoft AI and Cloud Ecosystem	• Oracle Ecosystem • Palantir Ecosystem • Salesforce Ecosystem • SAP Ecosystem • ServiceNow Ecosystem • Snowflake Ecosystem • UKG Ecosystem • Workday Ecosystem

Category Classification Continued

Industry		ITO		Others
• Aerospace and Defense • Automotive and eMobility • Financial Services - Banking • AI Services in Healthcare • Healthcare Digital Services • High-Tech and Semiconductor • Insurance • AI Services in Life Sciences	• Life Sciences Digital Services • Manufacturing Industry • Medical Device Digital Services • Oil and Gas • Power and Utilities • Public Sector • Telecom, Media & Entertainment	• AI-Driven ADM Services • Cybersecurity • Enterprise Managed Network Services • Enterprise Service Management • Future of Work • Intelligent Robotics & Physical AI Services • Mainframe	• Multi Public Cloud Services • Network SD • Private Cloud - Data Center	• Digital Engineering Services • Digital Sustainability • Global Capability Center (GCC)

Award Timelines

Award	Submission Deadline	Winner Announcement	Award Ceremony	Location
CX Star Performer	IPL Cycle	IPL Cycle	24 September 2026	Dallas
CX Star Performer	IPL Cycle	IPL Cycle	17 November 2026	London
Star of Excellence	30 September 2026	October 2026	17 November 2026	London

Star of Excellence Award Ceremony

Celebrated each November, this special invitation-only event brings together colleagues, partners and guests from across the ISG community.



FAQ's

What is ISG Star of Excellence™ Program?

ISG Star of Excellence™ Program recognizes technology and service providers based on independent client feedback. Through a confidential customer experience (CX) survey, enterprise clients evaluate their service providers across key experience dimensions. The program celebrates providers that consistently deliver exceptional customer experiences and business value.

Is participation in the Star of Excellence™ Program free?

Yes. There is no fee for service providers to participate in the Star of Excellence™ Program.

Why should we participate in the Star of Excellence™ Program?

- Influence: Support your ISG Provider Lens® positioning.
- Improve: Gain actionable insights into customer experience.
- Recognize: Earn recognition for CX excellence.
- Promote: Leverage awards and insights in your marketing.

How do I nominate my clients?

Clients can be nominated through the Star of Excellence™ nomination portal: Nominate | [ISG Star of Excellence](#) | [ISG \(isg-one.com\)](#)

How often are the Star of Excellence™ Awards presented?

The Annual Star of Excellence™ Awards are presented once every year, recognizing providers with the highest customer experience scores across multiple award categories. Additionally, CX Star Performer recognition is awarded at the conclusion of each ISG Provider Lens® (IPL) study to the provider achieving the highest CX score within that study.

Can I nominate the same client for multiple studies?

Yes. The same client may be nominated for multiple ISG Provider Lens® studies, provided they have experience with the provider in each respective service area.

How many clients can I nominate?

There is **no limit** to the number of clients you may nominate. Nominating more clients helps improve client representation and increases the likelihood of receiving sufficient validated responses.

FAQ's

When can I nominate clients?

Providers may nominate clients throughout the year. However, ISG recommends nominating clients during, or before, the relevant ISG Provider Lens® (IPL) research cycle to ensure responses are considered for:

- ISG Provider Lens® study evaluations
- CX Star Performer recognition
- Annual Star of Excellence™ Awards

Deadline for the 2026 Annual Star of Excellence™ Awards: 15 October 2026

What happens after I nominate a client?

Once a client is nominated:

- ISG sends the survey invitation directly to the client with 48 hours of nomination.
- The client completes the confidential survey.
- ISG validates the response.
- Validated responses are included in provider evaluations and award eligibility.

How long does the client survey take to complete?

The survey takes approximately **15 minutes** to complete.

Can I track how many responses have been received for my organization?

Yes. Providers may contact ISG.SoE@isg-one.com to receive an update on the status of their client nominations and survey responses.

Who within the client organization should complete the survey?

Any individual within the client organization who has direct experience working with the provider may complete the survey.

FAQ's

Can a respondent complete the survey more than once?

Yes. A respondent may complete multiple surveys if they are evaluating:

- Different service providers, or
- Different service lines provided by the same provider.

Each survey should represent a separate engagement.

Will ISG send reminder emails to nominated clients?

Yes. ISG sends one reminder email within four weeks of the initial invitation. Additional reminder emails may be sent upon request from the provider.

What happens if my client submits a survey response after the deadline?

Responses received after the Annual Star of Excellence™ Awards deadline will not be considered for the current year's awards. They will instead be included in the following year's evaluation cycle.

What is the difference between the CX Star Performer recognition and the Annual Star of Excellence™ Awards?

Annual Star of Excellence™ Awards.

These awards recognize providers achieving the highest overall customer experience (CX) scores across multiple award categories at the end of each calendar year. **2026 Awards Deadline: 30 September 2026**

CX Star Performer

These recognizes the provider achieving the highest customer experience score within an individual ISG Provider Lens® study.

The evaluation is completed at the conclusion of each ISG Provider Lens® research cycle. **Deadline: The client response deadline is aligned with the RFI submission and briefing completion deadline for the respective ISG Provider Lens® study.**

FAQ's

How are award winners selected?

Award winners are selected using:

- Independent client survey responses
- Minimum response thresholds
- Statistical validation
- Award-specific eligibility criteria
- Overall customer experience performance

Providers cannot influence, modify or view individual client survey responses.

How does ISG protect confidential information?

ISG follows strict confidentiality protocols:

- All provider and respondent information is treated as confidential.
- Published results are presented only in aggregate form.
- ISG does not disclose individual enterprise or respondent information.
- All survey data is securely archived within ISG.

How can I increase my chances of becoming eligible for the Annual Star of Excellence™ Awards?

Providers should aim to:

- Receive validated client responses across at least 40% of the studies within the respective cluster.
- Obtain a minimum of **5 completed client responses per provider, per study.**

Example – If you are participating in the **Ecosystem Excellence** cluster, which consists of **10 ISG Provider Lens®** studies, your organization should aim to receive:

- Client responses from at least **4 studies**, and
- A minimum of **5 completed responses within the cluster.**

The broader and more representative your client participation, the stronger your eligibility for the Annual Star of Excellence™ Awards.

FAQ's

What if the responding enterprise wishes to remain anonymous?

Enterprise names are never published in reports, assessments or marketing materials.

ISG requires only the respondent's email address to validate the authenticity of the survey response.

Where will the Award winners be announced?

Winning providers will be notified directly by ISG.

Winners will also be invited to the **Star of Excellence™ Awards Ceremony**, held in conjunction with the **ISG Sourcing Industry Awards Gala Dinner**.

Participation in the Awards Ceremony is included as part of the Award Licensing package.

(Final deliverables may vary based on the selected licensing package.)

Your Clients. Your Excellence. Your Recognition.

Nominate Your Clients Today

Questions?

ISG.SoE@isg-one.com