Twilio Announces the Winners of Its 2026 Excellence in Engagement Awards

April 8, 2026

Top brands All Nippon Airways (ANA), Centerfield, Netflix, Purina, and Rivian are honored for their innovative approach to customer engagement

SAN FRANCISCO--(BUSINESS WIRE)--Apr. 8, 2026-- Twilio (NYSE: TWLO), the customer engagement platform that drives real-time, personalized experiences for leading brands, today announced the winners of its second annual Excellence in Engagement Awards. This program evaluates organizations across industries including travel, automotive, finance, and entertainment, and honors businesses that are pushing the boundaries of customer engagement and personalization with contextual data. Improving customer experiences remains a critical priority for businesses across industries as the stakes rise, with 71% of consumers saying they will walk away from a purchase if the experience doesn't feel relevant.[1] Personalized, real-time engagement is now a requirement for brand loyalty.

Twilio honored businesses in five categories, with each winner demonstrating exceptional use of its platform to create meaningful, scalable, and intelligent customer experiences. This year's honorees are All Nippon Airways (ANA), Centerfield, Netflix, Purina, and Rivian.

"These businesses join the ranks of iconic brands such as Best Buy and Rocket Mortgage and represent the future of what best-in-class customer engagement looks like," said Chris Koehler, CMO of Twilio. "The winners are moving beyond communication and marketing messages to building intelligent, proactive systems that anticipate customer needs. From automating sales journeys with GenAI to ensuring global travelers stay informed during critical flight disruptions, these companies are innovating with Twilio to make every interaction more effective."

Excellence in Engagement: Netflix

Netflix, one of the world's leading entertainment services, has been a Twilio customer for more than a decade. By leveraging SMS, WhatsApp, and Voice across 180 countries, Netflix continues to set the industry standard for secure, frictionless global account management to support its over 300 million subscribers.

"Quality, highly personalized recommendations are a critical aspect of what helps us deliver the effortlessly entertaining experience members expect from Netflix," said Elmar Nubbemeyer, VP Member Product at Netflix. "Together with our teams, Twilio has been a valued collaborator as we've expanded our global messaging capabilities, enabling us to engage members in real time, across channels to support new, innovative experiences globally."

Excellence in Optimization: All Nippon Airways (ANA)

ANA, the largest airline in Japan, is leveraging Twilio Programmable SMS and SendGrid to ensure critical, real-time communication during flight irregularities, achieving an impressive delivery rate of more than 99.0%. This reliability is essential in maintaining customer trust during large-scale events. Looking ahead, ANA is building a proactive engagement framework to anticipate and address traveler needs seamlessly.

"ANA has relied on Twilio for more than three years, which has enabled us to respond quickly and flexibly to increasingly complex communication needs," said Takahito Kondo, Director of Digital Transformation at ANA. "We also value Twilio's continued innovation beyond communications, especially in data which has helped us create more personalized customer experiences. Through our work together, the most important lesson we've learned is the value of reliability, ensuring that customers receive the information they need, exactly when they need it."

Excellence in Orchestration: Centerfield

Centerfield, a technology company powering AI-driven commerce for the world's best brands, leverages several Twilio products to build custom solutions that unify its communications and data infrastructure. Centerfield built Bullpen, part of Dugout™, as a custom acquisition and commerce engine powered by Programmable Voice and TaskRouter, and the team is currently leading the way in AI-driven sales acquisition using intelligent agents to drive hyper-personalization across the customer journey.

"Our differentiator lies in our willingness to experiment with new solutions in AI and communications," said Aniketh Parmar, Chief Technology Officer at Centerfield. "Our goal is to provide rapid innovation, seamless communications, and leverage advanced AI and data-driven personalization to drive business outcomes. Twilio has supported us in our journey to adopt these new technologies and find new solutions to deliver to our customers."

Excellence in Scalable Personalization: Purina

Purina, a global leader in pet nutrition, has integrated Twilio Segment to drive personalized engagement with pet lovers across platforms. The brand is focused on connecting the journey of the pet and pet lover through the suite of Purina products and brands. By focusing on data-driven communication, Purina fosters long-term brand loyalty and provides valuable resources tailored to the specific needs of each pet.

"Purina's mission is to create richer lives for pets and the people that love them," said Amelia Williams, Manager, Data Strategy at Nestle Purina Petcare. "We are constantly looking for innovative ways to connect with pet lovers. Twilio Segment has enabled our team to deliver truly personalized journeys tailored to each pet and their needs. With Twilio we're able to build lasting relationships with our customers and help their pets live longer, happier lives."

Excellence in Connected Experiences: Rivian

Rivian, an American automotive technology company that develops and builds category-defining electric vehicles, adopted Twilio Flex to unify its strategy across voice, messaging, and digital channels for Customer Support, Sales and Insurance. Rivian is currently integrating Conversational Intelligence and Agent Copilot services to help agents resolve issues faster and ensure car owners spend more time driving and less time waiting.

"Our ultimate goal is for the Rivian owner's experience to be as remarkable as driving one of our vehicles," said Severin Andrieu-Delille, Head of

Engineering at Rivian. “Twilio Flex gave us the foundation to move away from legacy constraints and start building for the future. We are intentionally designing experiences with AI and data to ensure every interaction lives up to the Rivian brand.”

The finalists of the Excellence in Engagement Awards are Crunch Fitness, Delivery Hero, iFood, Kavak, Spot Pet Insurance, and Thumbtack.

The winners and finalists of the Excellence in Engagement Awards will be honored at Twilio’s annual customer and developer conference SIGNAL on May 6-7, 2026. To register visit https://signal.twilio.com/.

To learn more about our awards program and how our customers are shaping the future of customer engagement, visit https://www.twilio.com/en-us/lp/excellence-in-engagement-awards.

About Twilio Inc. Today’s leading companies trust Twilio’s Customer Engagement Platform (CEP) to build direct, personalized relationships with their customers everywhere in the world. Twilio enables companies to use communications and data to add intelligence and security to every step of the customer journey, from sales to marketing to growth, customer service and many more engagement use cases in a flexible, programmatic way. Across 180 countries and territories, millions of developers and hundreds of thousands of businesses use Twilio to create magical experiences for their customers. For more information about Twilio (NYSE: TWLO) visit www.twilio.com.

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[1] Twilio 2025 State of Customer Engagement Report

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Source: Twilio Inc.