



NEWS RELEASE

CCNG and Oath & Origins Announce Strategic Partnership to Advance Human-Centered Customer Experience

Collaboration expands CCNG member access to senior brand, culture and experience expertise while strengthening a shared commitment to trusted community, peer learning and people-centered performance

FORT WORTH, Texas and WILMINGTON, Del., October 2, 2026 — [CCNG](#), the long-standing professional peer community serving contact center and customer experience leaders, and [Oath & Origins](#), a brand, marketing and experience design partner, today announced a strategic partnership designed to expand the perspectives, resources and connections available to the CX and contact center community.

Founded in 1991, CCNG has spent more than three decades creating a trusted environment where customer care professionals can learn from one another, build meaningful relationships and openly exchange real-world perspectives. The organization has grown into a community of more than 10,000 professionals while maintaining a people-first approach centered on peer connection, learning, trust and practical knowledge sharing.

The partnership builds on that foundation by bringing Oath & Origins' senior-level expertise in brand, culture and organizational alignment into the CCNG community. Together, the organizations will develop and share thought leadership, perspectives and experiences intended to help CX leaders navigate a period of rapid change shaped by artificial intelligence, automation, evolving workforce expectations and rising customer demands.

"CCNG has always been about people learning from people," said David Hadobas, Founder, President and CEO of CCNG. "This partnership gives us an opportunity to bring Oath & Origins' and Brian's expertise in culture, brand and customer experience into practical member discussions — and turn what we learn together into resources members can return to and use. That's an important part of CCNG's next chapter."

As CCNG continues to evolve around its five strategic pillars of People, Culture, Performance Management, Technology and Outsourcing, the partnership will create new opportunities to explore how those disciplines connect in practice. Oath & Origins will contribute perspective and thought leadership to CCNG's Culture Pillar, particularly around how culture shapes employee behavior, brand delivery, customer outcomes and sustainable performance.

While each pillar represents a distinct dimension of contact center performance, both organizations share the view that culture has an important connective role. It influences how teams engage, how leaders lead, how technology is adopted, how partners align and, ultimately, how customers experience an organization.

Oath & Origins brings a complementary perspective grounded in the belief that exceptional customer experiences begin inside an organization. The firm operates as a hybrid consultancy and creative agency, combining executive-level strategy with senior-led creative execution across brand, marketing, culture and experience. Fallers and the firm's broader bench of senior strategists and practitioners bring decades of experience spanning contact centers, brand, marketing, loyalty, growth and organizational transformation.

"What makes CCNG especially valuable is that it has never been just about information — it has been about trusted relationships, shared experience and people helping people," said Brian Fallers, Founder of Oath & Origins. "That philosophy aligns naturally with how we think about culture and experience. Technology will continue to change, especially with AI, but culture determines how people respond to that change, how they deliver on a brand promise and ultimately how customers experience an organization. We are excited to support the CCNG community, contribute to the Culture Pillar and help advance conversations about how culture shapes people, brand delivery and customer outcomes."



Through the partnership, CCNG will expand member access to Oath & Origins' expertise, thought leadership and strategic perspective across culture, brand and experience. Oath & Origins will also support CCNG's mission and community through co-branded content and practical resources, while its existing thought leadership and frameworks can help inform selected member discussions, with those conversations adding fresh member perspectives and insights to CCNG's searchable knowledge base.

For both organizations, the partnership reinforces a shared principle: customer experience cannot be separated from what happens inside the organization.

Culture shapes behavior. Behavior influences experience. And experience ultimately becomes the brand.

As AI and technology create new opportunities for efficiency and scale, CCNG and Oath & Origins believe that human-centered cultures, trusted leadership and organizational clarity will become even more important differentiators for contact center and CX organizations.

To learn more about CCNG, its community and upcoming programs, visit ccng.com. To learn more about Oath & Origins and its work across brand, culture and experience, visit oathandorigins.com.

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About CCNG

CCNG is a professional peer network and community dedicated to the people powering exceptional customer care and customer experience. Established in 1991, CCNG brings contact center and CX professionals together to build trusted relationships, exchange real-world perspectives, shorten learning curves and make better business decisions.

Through peer connections, member communities, live and virtual programs, Town Halls, industry resources and knowledge sharing, CCNG creates opportunities for professionals to learn from one another without the barriers and sales pressure often associated with traditional industry environments. Its community is built around trust, relationships, perpetual learning and the belief that better connections create better outcomes for employees, organizations and customers.

Learn more at ccng.com.

About Oath & Origins

Oath & Origins is a Brand, Marketing & Experience Design Partner that helps organizations uncover who they are, align culture and experience, and translate that clarity into sustainable growth.

Operating as a CX-focused hybrid consultancy and creative agency, Oath & Origins combines executive-level strategy with senior-led creative execution across brand, marketing, culture, employee experience and customer experience. Its work is powered by Veridigm™, its proprietary Business Experience Intelligence System, which combines behavioral science, archetypal analysis, culture intelligence and quantitative research to uncover deeper organizational insights and opportunities.

Veridigm provides the intelligence. Oath & Origins provides the human interpretation, strategy, design and execution.

Learn more at oathandorigins.com.