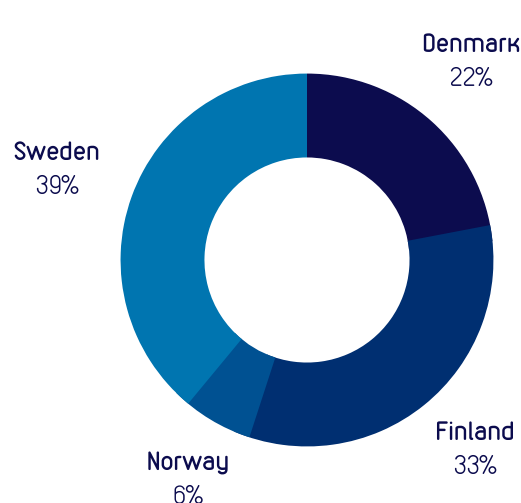


# The Future of Nordic Customer Experience

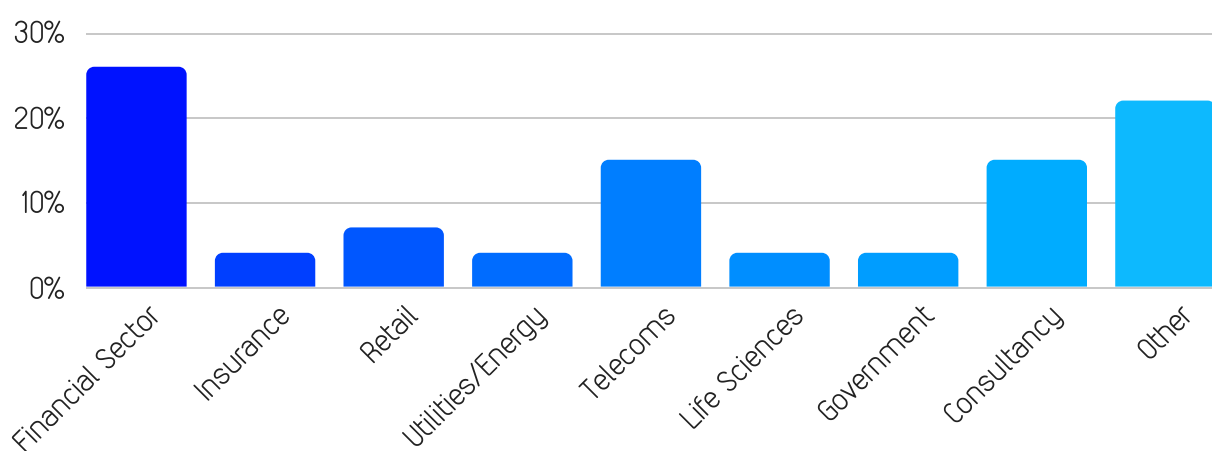
## Survey Report

Customer experience management is among the top areas of development for many Nordic companies, but we wanted to better understand which specific priorities the region is focusing on when it comes to CX and the challenges which are slowing down progress in this area. Previous studies have found that while many Nordic organisations do possess CX strategies, the maturity of these strategies is still relatively low. We have put together this handy infographic on where the region is moving in regards to CX and the technologies that will help mature the overall customer experience in the Nordics.

### About our respondents



We surveyed a number of respondents from the Nordic region and across various industries. Other industries not specified include: I.T. Chemicals, Manufacturing and Software.



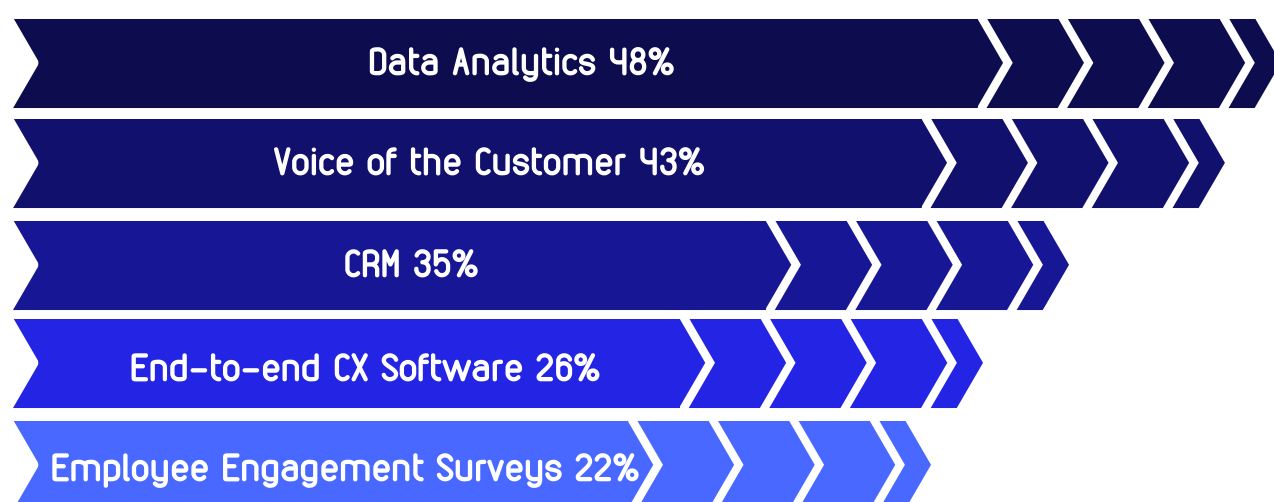
### What is your top priority when building a CX strategy for the future?

Turning insight into action **48%**  
Aligning employee engagement with customer experience **20%**  
Fostering customer-centric company culture **18%**  
Embracing digital technology to enhance experience **7%**  
Demonstrating ROI **4%**  
Other **4%**

On a scale of 1 to 10, how CX-mature is your organisation?

6 / 10

### What technologies are you looking to invest in to improve your CX?



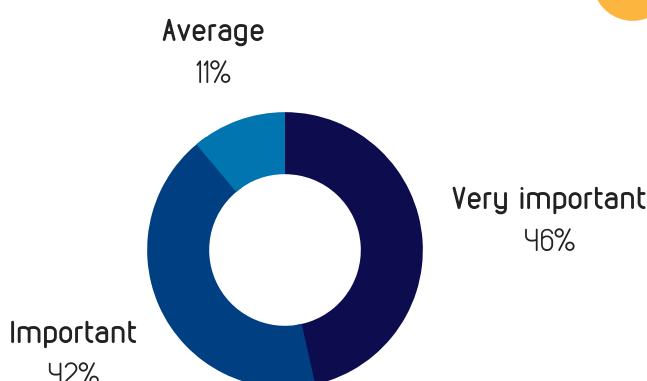
### What are the top challenges you are facing?

Breaking down organisational silos

Employee Engagement

A seamless omni-channel CX journey

### How important is the integration of technology into the CX model?



The results of this survey put forward that turning insight into action is top priority when building a CX strategy for the future in the Nordic region. With 'data analytics' named as the top technology companies are looking to invest in, this suggests that companies now need to refine their ability to sift through the copious amounts of data that has been gathered in order to make customer-led decisions. The CX Transformation Nordics Forum will address the issue of utilising customer data to create a more personalised and competitive experience for customers. Find out more about the forum by downloading the agenda below.



19 - 21 November 2018  
Stockholm, Sweden

Future Proof your CX Strategy through people, processes and technology and transform customers' into brand advocates

[DOWNLOAD THE EVENT AGENDA HERE](#)