
Dressmann, Nordic menswear fashion chain, chooses Nepa for Customer Experience measurement

Holistic CX measurement solution and extensive retail experience leads to another client partnership

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Nepa, a leading Consumer Science company providing customer experience and marketing optimization solutions, has been chosen by Dressmann to provide continuous customer experience insights.

Nepa's CX Tracker product will collect, analyze and report customer feedback data from 400 Dressmann stores in Sweden, Norway and Finland.

"Nepa's solution helps deliver the best experiences to our customers in the areas that matter the most by aggregating feedback from thousands of customers across all of our locations. The system gives us better understanding of our customers key demands and helps us make the right priorities to ensure a convenient shopping experience from their perspective." Knut-Erik Kolberg, Dressmann.

"After a long collaboration with Dressmann on brand development we're thrilled to add them as a CX partner as well. Fashion retail is one of the many industries driving demand for our Brand and CX solutions. Nepa has specialized CX solutions that help these companies deliver on their financial targets by developing their customer experience." Fredrik Östgren, CEO at Nepa.

About Nepa

Headquartered in Stockholm, with offices in Norway, Finland, Denmark, UK, USA and India, we help some of the world's most reputable brands in more than 50 countries to optimize customer experience investments and get more effect out of their marketing and sales. Nepa has been awarded DI Gasell's award for organic fast-growing companies in 6 of 7 years since 2011 The company is publicly traded at the Nasdaq First North Stockholm stock exchange since 2016. Erik Penser Bank is Nepa's Certified Adviser.

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