
Northern Europe's leading audiobook service Storytel selects Nepa to measure Global Customer Experience

Continuous customer experience measurement to help drive product enhancements, build customer loyalty

STOCKHOLM, Sweden, (April 9, 2019) – Nepa, a leading Consumer Science company providing customer experience and marketing optimization solutions, has been chosen by Storytel to develop and implement a global customer experience (CX) program to drive product enhancements and build customer loyalty, it was announced today. Based in Sweden, Storytel is a subscription-based audiobook and e-book service headquartered in Stockholm, Sweden and serving 16 markets around the globe.

Building on an internal initiative launched last year, Nepa will work with Storytel to create a more dynamic CX-measurement framework, collecting, analyzing, and reporting on data across Storytel markets. Through continuous measurement and ongoing reporting the Nepa team will provide Storytel with actionable insights into customer expectations which will be used to build loyalty, improve its offerings and expand its subscriber base, among other purposes.

“We operate in a very dynamic market where meeting and exceeding customer expectations are crucial,” said Malin Rosdahl, Head of Global CRM at Storytel. “Having continuous insight into what motivates our subscribers is essential for creating a world class customer experience and future success. We look forward to working with Nepa in rolling out this new Customer Experience program.”

“The audiobook industry is exciting, highly dynamic and growing fast. Storytel is spearheading this development and has a unique market leading position and customer base in the market,” said Fredrik Östgren, CEO at Nepa. “Working across multiple countries, cultures, and languages adds to the complexity of accurately capturing customer insights that can be applied across the platform. We’re thrilled that Storytel chose Nepa to help them meet their challenges.”

About Storytel

Storytel is Northern Europe’s leading audiobook and e-book streaming service and offers unlimited listening and reading of more than 200 000 titles on a global scale. Our vision is to make the world a more empathetic place with great stories to be shared and enjoyed by anyone, anywhere and anytime. Storytel is a digital platform provider as well as a comprehensive publishing group. The streaming business area offers subscriptions for audiobooks and e-books under the Storytel and Mofibo brands. Storytel’s publishing business area is carried out through the publishing houses Norstedts, Massolit, StorySide, Printz Publishing, People’s Press, Rabén & Sjögren, B.Wahlströms and Norstedts Kartor. Ztory – a subscribed digital read-all-you-can streaming service for newspapers and magazines, is part of Storytel since January 2019. Storytel operates in 16 markets around the globe and is headquartered in Stockholm, Sweden.

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 AB is Nepa’s Certified Adviser (phone: +46 8-463 83 00, e-mail: certifiedadviser@penser.se).

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