
Nepa to enhance Customer Experience measurement program for NENT Group

Improved customer experience by converting data into actionable insights

STOCKHOLM, Sweden (April 16, 2019) – Nepa, a leading Consumer Science company providing customer experience and marketing optimization solutions, has been chosen by Nordic Entertainment Group (NENT Group) to implement a Customer Experience Measurement program to deliver actionable insights for its Pay-TV subscription business in Sweden, Norway, and Denmark. NENT Group is the Nordic region’s leading entertainment provider, entertaining millions of people every day with its streaming services, TV channels and radio stations. Today’s announcement adds to a partnership between the two firms that already includes strategic brand measurement and insights.

Teaming with NENT Group, Nepa will lead a statistical analysis of the company’s survey program to identify those service attributes that matter most to driving Customer Experience. Looking ahead, Nepa will implement an enhanced Customer Experience tracking program that streamlines collection of customer feedback across target groups and life stages and prioritizes actionable insights for NENT Group.

“With Nepa’s Customer Experience Measurement program we get the tools needed to further improve our customers’ experience by converting data into actionable insights,” said Mahmoud Mustapha, VP Pay-TV Sweden at NENT Group. “We look forward to extending our relationship with the Nepa team as we continue to build stronger relationships with our Nordic customers.”

“NENT Group is a leader in creating and distributing entertainment through television and streaming and is clearly committed to providing the best customer experience possible,” Fredrik Östgren, CEO at Nepa. “We are delighted to have the opportunity to work with them to help them better understand the key factors driving their business.”

About NENT

Nordic Entertainment Group AB (publ) (NENT Group) is the Nordic region’s leading entertainment provider. We entertain millions of people every day with our streaming services, TV channels and radio stations, and our production companies create content that is experienced around the world. We make life more entertaining by telling stories, touching lives and expanding worlds – from live sports, movies and series to music and original shows. Headquartered in Stockholm, NENT Group is listed on Nasdaq Stockholm (‘NENT A’ and ‘NENT B’).

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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