



## Bygghmax selects Nepa for Customer Experience program

Improved customer experience by converting data into growth opportunities.

STOCKHOLM, Sweden (Jan 17, 2020) – Nepa, a leading Consumer Research and analytics company providing solutions to drive growth within Brand Experience, has been chosen by Bygghmax to implement a Customer Experience Measurement program to help Bygghmax drive growth by focusing on customer experience. Bygghmax is a leading retailer within the DIY segment with a strong market position in the Nordic DIY market.

Teaming with Bygghmax, Nepa will through CX research help Bygghmax on their journey to even better understand the most important areas to focus on to drive customer experience.

“Our partnership with Nepa is important to continue to drive our growth agenda by always focusing on the experiences that matter most to our customers”, said Marcus Essesjö, Country Manager Bygghmax Sweden.

“Bygghmax is a leader in the DIY sector and is committed to truly drive customer insights to customer experience improvements that truly matter to their customers”, Fredrik Östgren, CEO at Nepa. “We are thrilled to help Bygghmax on their journey to even better understand the most important areas to focus on to drive customer experience”.

### About Bygghmax

Bygghmax (Part of Bygghmax Group (publ)), a Nordic DIY retailer with over 150 stores in Sweden, Norway, and Finland and the number is growing each year. Bygghmax business concept has always been to be the best and least expensive option when consumers wish to buy high-quality building materials. A visit to Bygghmax is always simple and efficient.

Bygghmax is a clear low-price option consistently offering quality products at a low price, regardless of whether the customer does carpentry as a hobby or is a professional. Bygghmax provides items that are most in-demand for the most common DIY projects. With rapidly expanding e-commerce, a wider range is now available, allowing the customer to find everything imaginable for projects in the home.

[www.nepa.com](http://www.nepa.com)

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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 Growth Market stock exchange since 2016. Erik Penser Bank AB is Nepa's Certified Adviser (phone: +46 8-463 83 00, e-mail: [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se)).