



# Pozvánka na webinár

## CUSTOMER EXPERIENCE

New era of customer experience

**22.04.2021 | 10:00-11:30**

Over the past year, the customer experience has undergone a significant change, so we will discuss this topic with CX experts. Together, we will try to clarify how customer needs have changed and what trends the pandemic has brought to the customer experience. At the same time, in a discussion with selected brands, you will learn how they approach the customer experience and thanks to which they have been placed in the TOP 50 most popular brands in Slovakia.

### THE PROGRAM:

- How a pandemic has changed the DNA of the customer experience  
*Tomáš Potměšil / Head of Customer & Strategy Advisory, KPMG Czech Republic*
- How customer behavior changed in 2020 and which brands are the most popular in Slovakia  
*Peter Rado / CX leader, KPMG in Slovakia*

Representatives of *IKEA*, *Zásielkovňa* and *UNION* accepted the invitation to the panel discussion.

Participation fee: Free

Language: Slovak / English with simultaneous interpretation

Registration deadline : 21.04.2021

