



Webinar: What Makes an Effective Customer Experience?

San Diego, 2 June 2021 – [Mapp](#), the international provider of insight-based customer experiences, will host two free webinars featuring consultants from Forrester on 10 June 2021. For the German market, the webinar will take place at 11:00 AM with guest speaker Principal Consultant Lorenzo Introna from Forrester and Senior Account Executive Sascha Biermann from Mapp. For the Italian market, the webinar will take place at 17:00 PM with guest speaker Senior Consultant Edoardo Zavarella from Forrester and VP Global Sales Maurizio Alberti from Mapp.

In December 2020, Mapp commissioned Forrester Consulting to conduct the international study [Use Analytics And Insights To Accelerate Your Customer Experience Strategy](#). More than 200 marketing decision-makers from midmarket and enterprise companies worldwide were surveyed on the collection and analysis of customer insights. The results showed that data-driven customer experience strategies are crucial for success. 89% of all marketers confirm this and rate a holistic customer experience strategy as important or very important. For many companies, however, there are still issues associated with the implementation and realization of such strategies. The biggest challenge for 54% of companies is a lack of customer insights, as more than half say they are not able to identify customers on their own website.

In the Forrester webinar "What Makes an Effective Customer Experience?", the experts from Forrester Consulting and Mapp will not only present the results of the study along with country-specific findings, but will also provide targeted insights on creating and implementing a successful customer experience strategy. In doing so, they will answer questions such as: How mature are current strategies? What constitutes a functioning customer experience? What are the challenges in developing a strategy? Which measures are particularly promising?

Steve Warren, CEO of Mapp, comments: "Customer insights directly contribute to a better understanding of the customer and thus lead to an improved customer experience. For a targeted strategy, the implementation of a unified solution is crucial. Only those who know their customers and their needs can increase marketing performance in the long term and gain an advantage over the competition. Technology helps to identify relevant insights and user segments for highly personalized customer experiences across channels."

Participation in the webinar for the [German](#) and [Italian](#) markets is free of charge.

About the study

The commissioned study was conducted by Forrester Consulting on behalf of Mapp in December 2020 with 203 marketing decision-makers from multi-channel retail, eCommerce, CPG/D2C, and financial services in the US, Canada, and Europe. Download the study here: <https://mapp.com/the-dos-and-donts-of-improving-your-customer-experience-in-2021/>



About Mapp

Marketers and data specialists should be able to focus on what will make a difference for their business, instead of spending all their time taming the technology behind it. With the insight-led customer engagement platform Mapp Cloud, they can focus on what really counts – and the exciting insights that come with it. Thanks to customer intelligence and marketing analytics, companies can easily and effectively gain data-driven customer insights across all channels in order to trigger highly personalized marketing activities. Customers benefit from AI-supported forecasting models that enable targeted and self-optimizing cross-channel campaigns. Automated messages are sent via the most suitable marketing channel, at the right time, with the optimal contact frequency. Thanks to advanced one-to-one personalization, the highest levels of engagement and long-term customer loyalty are achieved.

Mapp has global offices in seven countries. Mapp's digital marketing platform helps more than 3,000 companies break away from the pack by uncovering missed opportunities, including Argos, Ella's Kitchen, Expert, Freesat, Lloyds Banking Group, MyToys, Pepsico, Quint and The Entertainer. [Further information](#).

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