

Customer Experience at succeet25: CX summit

Of the 120 exhibitors at succeet23, 67 had the topic of CX/Customer Experience in their portfolio.

20 exhibitors even cited CX/customer experience as a "top skill".

A total of 27 live presentations were held on the topic of customer experience - with over 1,300 visits in total (an average of 49 participants per session).

The large panel discussion on "How much market research goes into customer experience management" even attracted 71 participants.

Due to the great interest shown by our expert audience last year, we will be organising the **CX summit** again this year and expanding it even further:

In Hall North, we group CX suppliers in a separate exhibition area on request. Stand space from 9 m² can be booked there. Exhibitors can also book live presentations and short presentations. A detailed description of the costs can be found on pages 12+13.

Dr Peter Pirner, publisher of the best-known German CX podcast "CX-Talks" and co-editor of the CX section at marktforschung.de, will once again be providing expert advice at the CX summit. A panel discussion on the topic of CX, hosted by Dr Peter Pirner, is also planned again.



Expert advice at the CX summit: Dr. Peter Pirner

We invite all vendors and service providers who deal with the topic of customer experience (CX) and CX research and offer new, innovative solutions in the following areas:

Technology and Software

- CX platforms (customer feedback, voice of the customer, community management, DIY)
- customer journey analytics and orchestration
- multi-channel dialog and management (chat bots, social media & review management)

Analytics

- customer segmentation and customer value analysis
- touchpoint analytics and marketing mix modeling
- image, text and voice analysis, web analytics (eye tracking, semantic analysis, emotion analysis, observation)

Consulting & Insights

- CX strategy and transformation (CX mindset, VoC system development)
- information systems/KPI systems (NPS, customer effort, customer satisfaction, process data, dashboarding)
- employee experience and organizational development
- qualitative methods (UX, insights communities)

As an exhibitor, book the CX summit option if you would like to present a corresponding offer. We will coordinate the positioning of your stand with you. All CX presentations will be marked accordingly in the event catalogue and can be selected on the visitor website.