



Forrester Recognises Majid Al Futtaim As EMEA Recipient Of 2023 Customer-Obsessed Enterprise Award

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LONDON--(BUSINESS WIRE)--Apr. 20, 2023-- [Forrester](#) (Nasdaq: FORR) today announced that retail holding company [Majid Al Futtaim](#) (MAF) is the Europe, Middle East, and Africa (EMEA) winner of its inaugural Customer-Obsessed Enterprise Award. The award recognises organisations that are putting customers at the centre of everything they do to accelerate business growth, retain customers, and enable greater employee engagement. MAF will be honoured at [CX EMEA](#), being held in London and digitally, May 10–11, 2023.

MAF has been named the EMEA recipient of Forrester's Customer-Obsessed Enterprise Award for investing in, designing, and delivering signature customer experiences for millions of its customers engaging with the company's network of shopping malls, hotels, and other establishments throughout the Middle East and North Africa. MAF is also fostering a customer-obsessed culture by ensuring that the company's marketing, technology, digital, and CX functions each align around customer value.

"We congratulate MAF for winning Forrester's Customer-Obsessed Enterprise Award for EMEA," said Martin Gill, vice president and research director at Forrester and host of CX EMEA. "MAF is continuously working to put its customers at the very heart of its business to drive consistent business growth, profitability, and customer and employee retention."

MAF will share its success story at [CX EMEA](#), a leading event for CX, B2C marketing, and digital leaders to learn best practices focused on improving existing and future customer experiences.

Resources:

- [Register](#) to attend Forrester's CX EMEA 2023 conference.
- [Learn](#) more about Forrester's 2023 Customer Obsession Award winners.
- Explore Forrester Decisions services for [Customer Experience](#), [B2C Marketing Executives](#), and [Digital Business & Strategy](#).

About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We help leaders across technology, customer experience, digital, marketing, sales, and product functions use customer obsession to accelerate growth. Through Forrester's proprietary research, consulting, and events, leaders from around the globe are empowered to be bold at work — to navigate change and put their customers at the centre of their leadership, strategy, and operations. Our unique insights are grounded in annual surveys of more than 700,000 consumers, business leaders, and technology leaders worldwide; rigorous and objective research methodologies, including Forrester Wave™ evaluations; 100 million real-time feedback votes; and the shared wisdom of our clients. To learn more, visit [Forrester.com](#).

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