



## Which companies are leading the way for customer experience in the UK and France?

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### Forrester's Customer Experience Index results to be released next month

LONDON, Sept. 27, 2018 /PRNewswire/ -- Forrester's [Customer Experience Index \(CX Index™\)](#) rankings – which are due to be released next month in Europe – are awaited with anticipation. This year, Forrester has analysed and evaluated over 70 brands in the UK and France across a variety of sectors including retail, banks, insurance and mobile phone operators.

Based on a survey of more than 18,000 European online adult consumers, Forrester's CX Index measures and ranks European brands across a range of industries to identify how well a brand's customer experience strengthens the loyalty of its customers.

Forrester's 2017 CX Index revealed that quality remained poor in France and worsened in the UK compared to 2016. So, what have companies been doing during the past year to improve their customers' experience?

The results will be announced during two invitation-only events that will take place **in Paris on 9<sup>th</sup> October** and **in London on 16<sup>th</sup> October**. In London, UK rankings and results will be presented by Research Director Reineke Reitsma and Principal Analyst Joana van den Brink-Quintanilha; in Paris, CX Analytics Director Michelle Yaiser will offer an exclusive preview of the 2018 French CX Index results.

The focus of both events will be on:

- The trends and changes in the quality of CX across several industries, including banking, insurance, and retail
- The key levers that drive CX success and the role of emotion in gaining customer loyalty and as a driver of growth
- How British and French companies can create a distinctive experience to attract and retain customers

[Contact us](#) to learn more about how Forrester's CX Index can help your business.

### Resources & Additional Information:

Rankings and reports will be widely available at the CX Forum in London on 13-14 November. To attend, register here: <https://forr.com/2xzRL5g>

Principal Analyst Joana van den Brink-Quintanilha, and CX Global Council Director, James O'Connor will discuss and provide real-life examples of how CX disruptors and innovators differentiate with CX in a webinar that will take place on 2<sup>nd</sup> October, at 2 pm BST. Register here: <https://forr.com/2pAk2Er>

### About Forrester's CX Index

Forrester's CX Index is the most complete and powerful CX tool in the market today. CX Index gives businesses a deep and actionable understanding of the quality of their customers' experiences, competitive benchmark data so that business and technology leaders know how they stack up against their peers, and the ability to model the improvements that will have the biggest impact on revenue.

For more information, please visit <http://forr.com/cxindex>.

### About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights are grounded in annual surveys of more than 675,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data and analytics, custom consulting, exclusive executive peer groups, and events, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations.

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