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Launch of a new CX Survey in EMEA



Delivering Experiences that Win Business and Build Loyalty
CX Champions Share Their Strategies





Launch of a new CX Survey in EMEA

Sept 22nd, Frankfurt, Germany

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Panelists



Christian Peter
Lead of Marketing Automation,
Commerzbank



Ricardo Saltz Gulko
Managing Director and Co-
Founder, ECXO



Corrado Marozzo
Senior Manager of Applied
Intelligence, Accenture

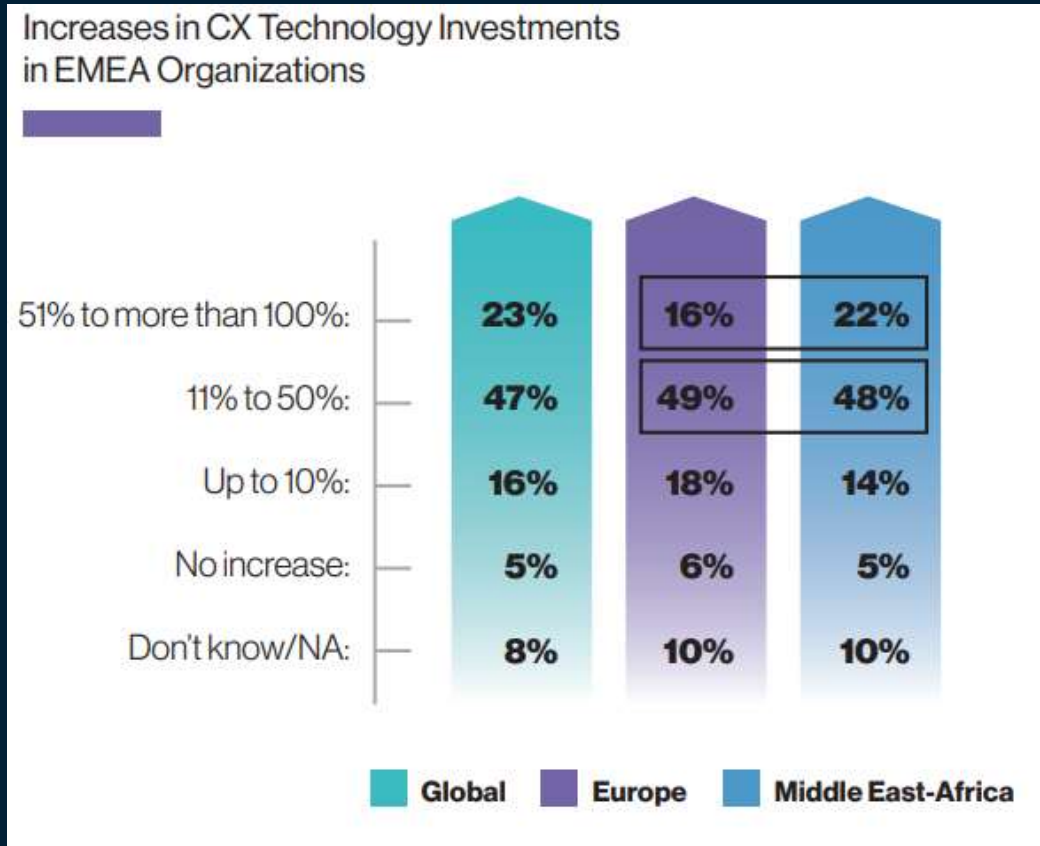


Andreas Heiz
Director of Customer Intelligence
Solutions EMEA & AP, SAS

CX Champions stand apart
because....

1. Elevate CX strategy to the same level as their overall digital transformation strategies.
2. Use sophisticated analytics and strive for mastery of artificial intelligence (AI).
3. Make CX a mainstay of their organizational operations.

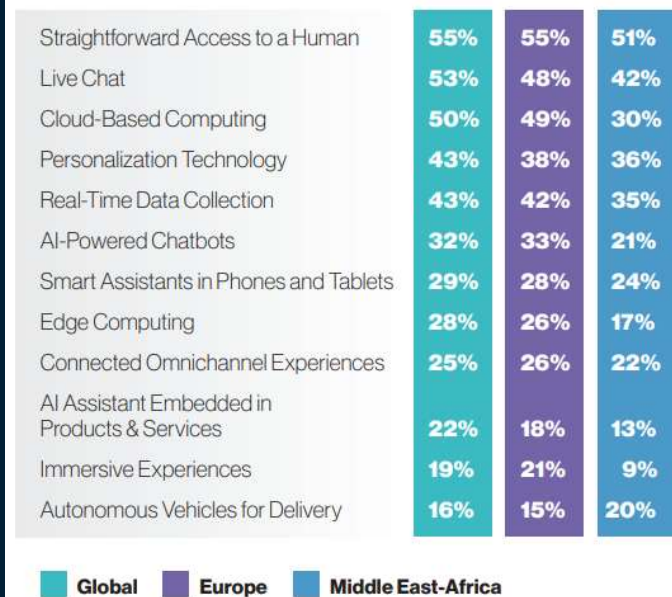
EMEA Organizations Are Optimistic About CX Technology Spending



CX Strategy and Management

- Companies in the Middle East and Africa face a distinct set of challenges, including their typical organizational cultures, when trying to build momentum for CX collaboration.
- They lag not only in the use of collaborative software but also in the implementation of many key CX technologies

Current Use of Key CX Technologies
Globally and in EMEA

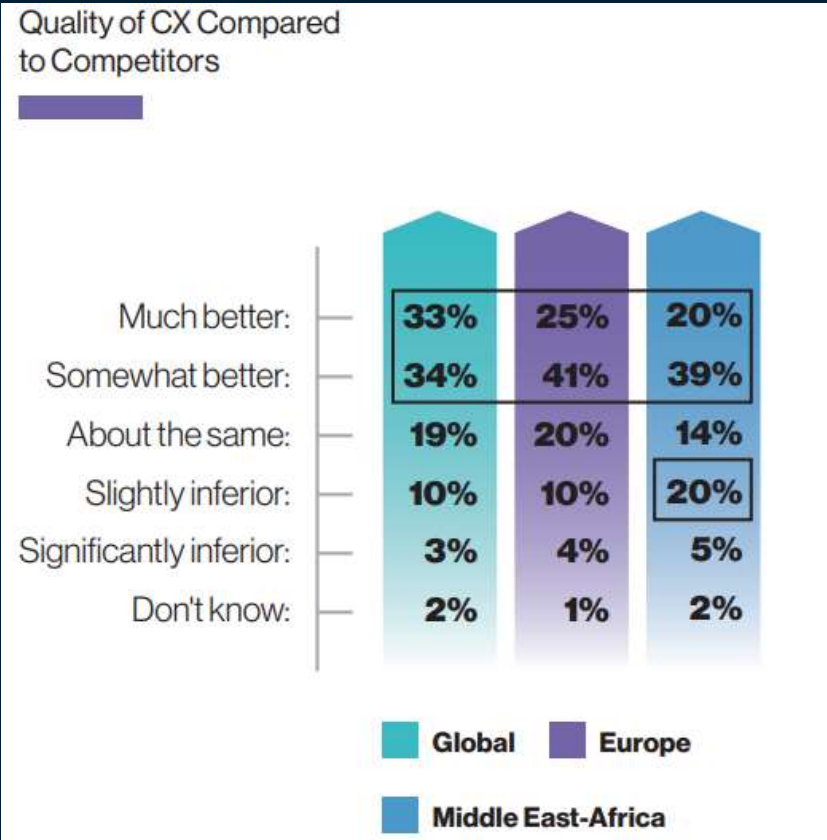


Statement:

“In Europe, investments are often focused on updating legacy systems. Those priorities may not always translate into enabling the best possible customer experience.”

OLGA POTAPTSEVA EUROPEAN
CUSTOMER CONSULTANCY

CX Quality and the Changing Customer Focus Challenge





Brands of tomorrow need to embrace new ideas with the same passion that they embrace new technology. The tech you implement must be there to support the bold ideas for the next era of marketing.



Connect with me



Andreas Heiz

Director of Customer Intelligence Solutions EMEA & AP, SAS

Phone: +41 78 913 0759

LinkedIn: [Andreas Heiz | LinkedIn](#)



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