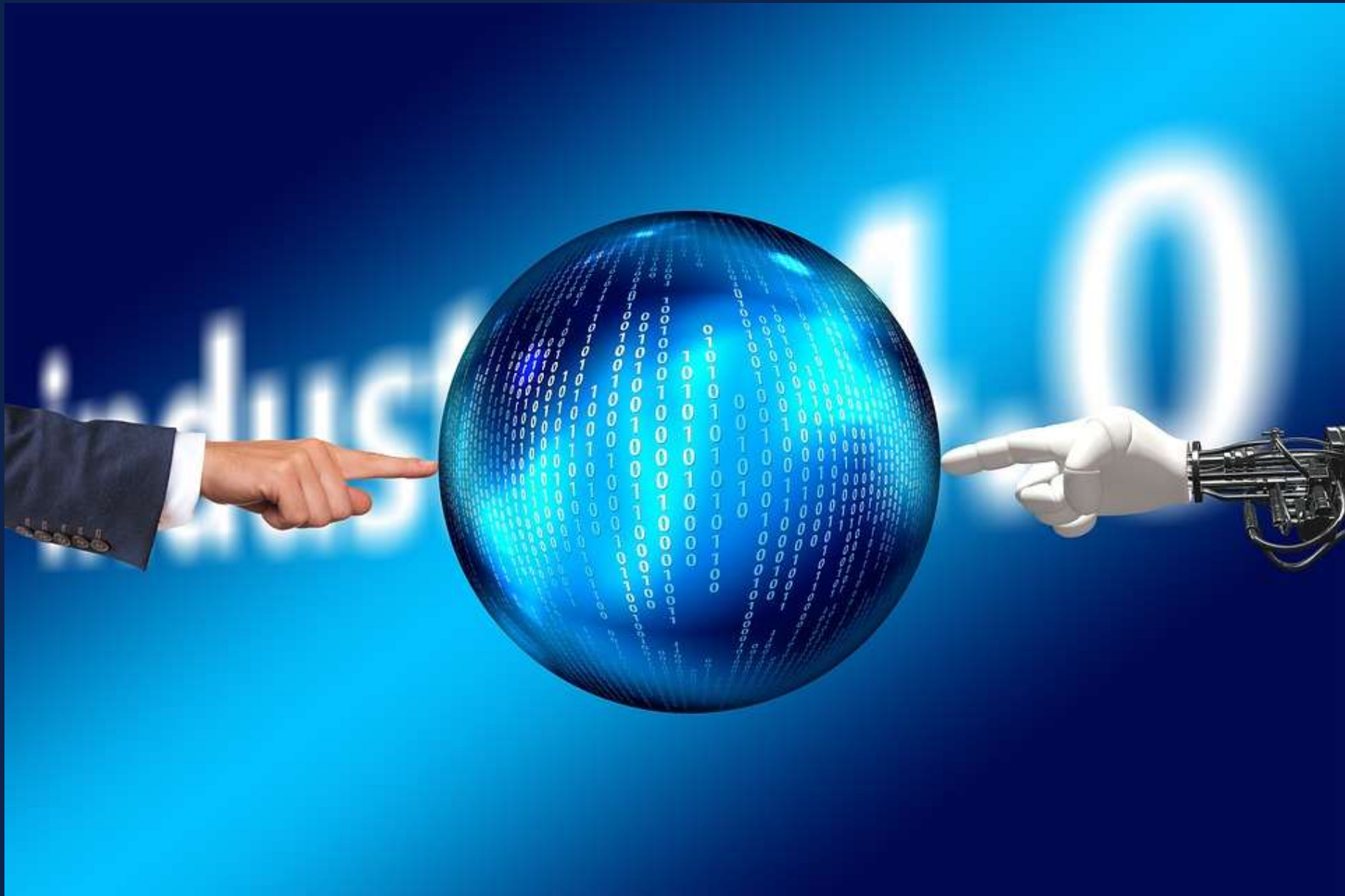


Advanced Analytics in eCommerce enhancing digital customer experience

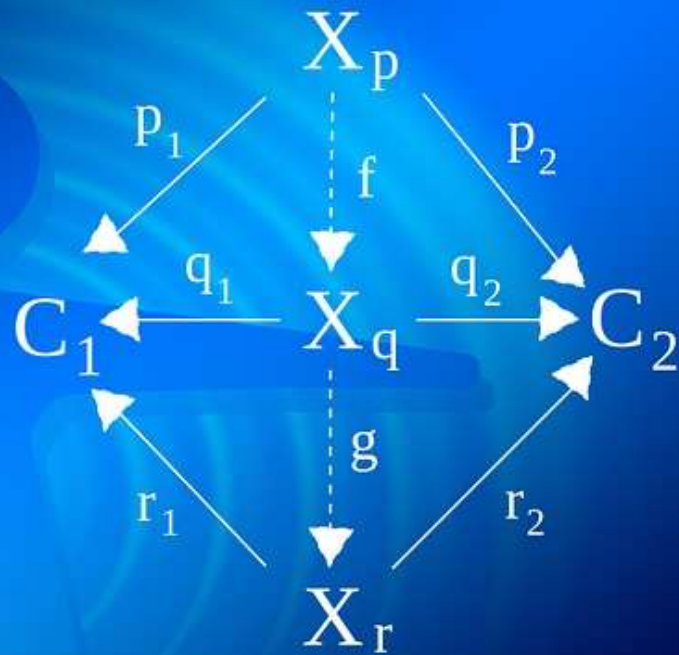
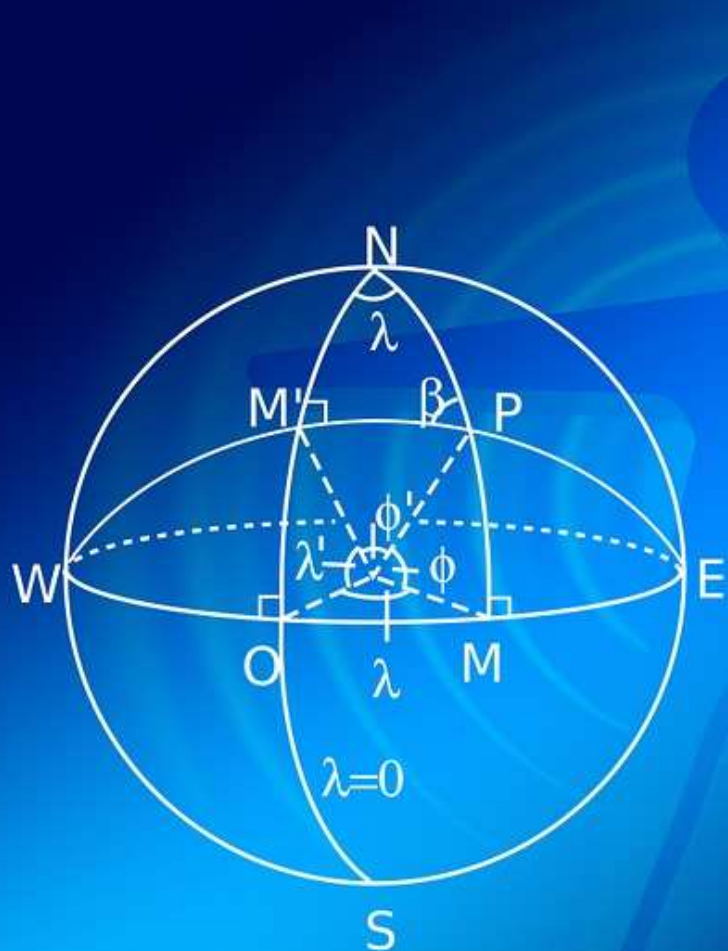
Kati Packalén
PostNord Finland













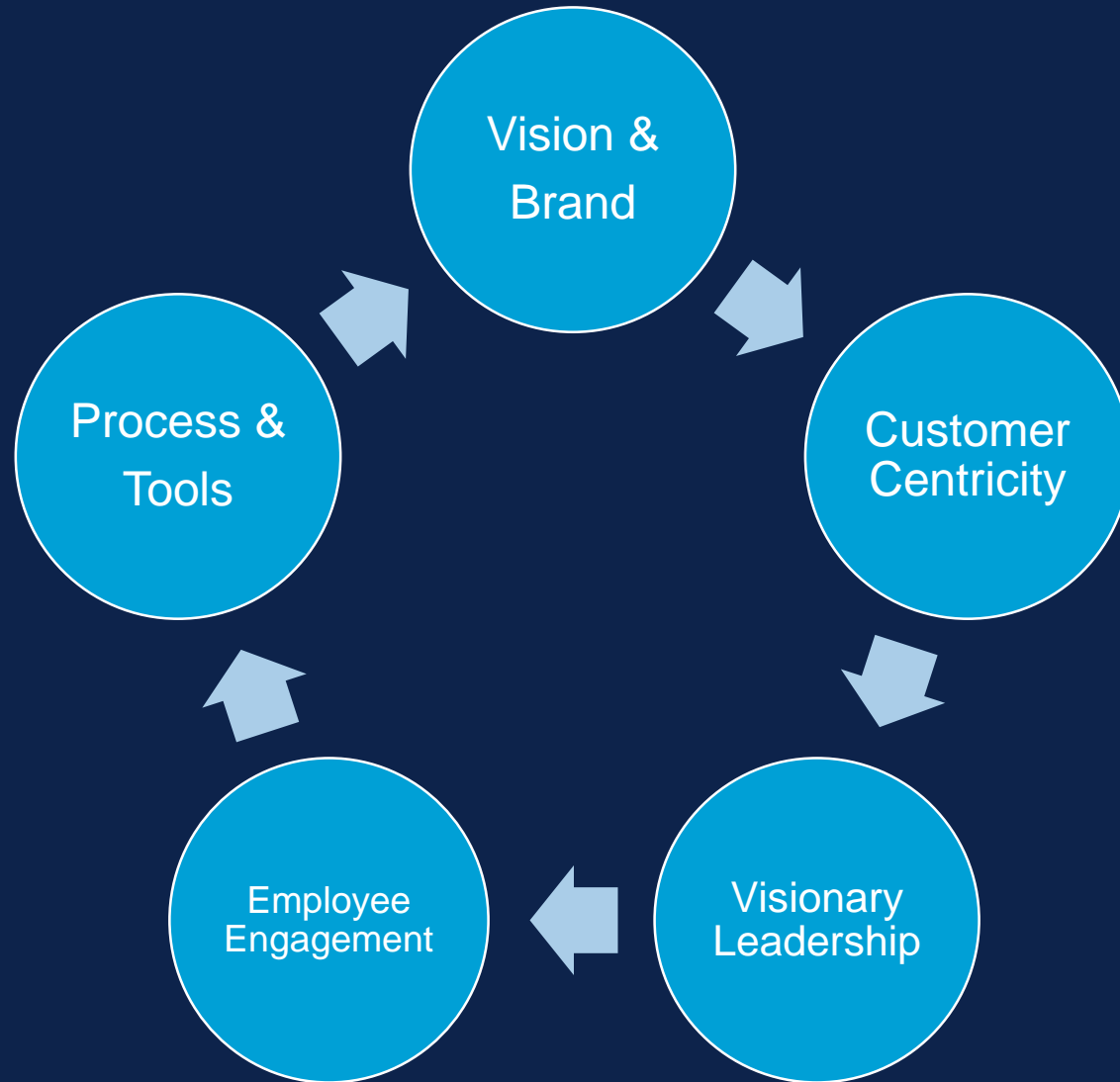








Customer Experience Management Maturity Model



What is important?





“You’ve got to start with the customer experience and work back toward the technology, not the other way around.”

- Steve Jobs

