

MediaMarktSaturn Retail Group

» Corporate News: CX Award // Ingolstadt, 5 July 2021

MediaMarktSaturn wins CX Award 2021

MediaMarktSaturn continues to systematically align its processes towards the closest possible customer orientation in line with the company's ambition: **Becoming Customers' 1st Choice**. On this path, MediaMarktSaturn was now honored by CX Network with the "Best CX Innovation" award for outstanding achievements and successes that positively influence the customer experience.

» The renowned award was presented, among other things, for the Customer and Employee Experience programs implemented throughout Europe at MediaMarktSaturn, which pursue a joint goal: to further increase customer satisfaction. This uniform company-wide approach enables MediaMarktSaturn to target its customers on the basis of more than 2.5 million feedbacks each year – across the entire customer journey, on all sales channels.

With this award, MediaMarktSaturn joins a prestigious group of award winners including Allianz, DSV, NatWest, Tesco and Virgin Money. This year, CX Network presented the CX Elite Awards in six categories for the second time since 2019 as part of the digitally held Experience Forum. CX Network is one of the leading providers of premium content for customer experience professionals. Participation in the awards was open to all companies operating a customer experience program. Submissions were reviewed by a committee of CX professionals from a variety of industries.

MediaMarktSaturn Retail Group

» Corporate News: CX Award // Ingolstadt, 5 July 2021

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retail company for consumer electronics and related services. With its portfolio of formats and brands, MediaMarktSaturn responds flexibly to the needs of different customer groups and countries. The company includes the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,000 stationary stores in 13 European countries with online sales platforms. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 53,000 people and is majority-owned by CECONOMY AG.

Press contact

Juergen Schulze-Ferebee

Corporate Communications

corporate-communications@mediamarktsaturn.com

www.mediamarktsaturn.com