



Pozvánka na webinár



Zahraničné obchodné komory na Slovensku  
Foreign Chambers of Commerce in Slovakia

ONLINE

Link to the webinar  
will be sent after registration

## Customer Experience New era of customer experience

Over the past year, the customer experience has undergone a significant change, so we will discuss this topic with CX experts. Together, we will try to clarify how customer needs have changed and what trends the pandemic has brought to the customer experience. At the same time, in a discussion with selected brands, you will learn how they approach the customer experience and thanks to which they have been placed in the TOP 50 most popular brands in Slovakia.

The Slovak-Austrian Chamber of Commerce, in cooperation with KPMG and mixed chambers of commerce in Slovakia, would like to cordially invite you to an online meeting with a discussion on Customer Experience, where you will learn what a customer experience is and why it is important.

### The Program:

- How a pandemic has changed the DNA of the customer experience
- **Tomáš Potměšil** / Head of Customer & Strategy Advisory, KPMG Czech Republic
- How customer behavior changed in 2020 and which brands are the most popular in Slovakia
- **Peter Rado** / CX leader, KPMG in Slovakia

Representatives of IKEA, Zásielkovňa and UNION accepted the invitation to [the panel discussion](#).

**Participation fee:** Free

**Language:** Slovak / English  
with simultaneous interpretation

Please register at:  
[swedcham@sweden.sk](mailto:swedcham@sweden.sk)  
no later than 21.4.2021

### We are looking forward to see you online!

**Information on the processing of personal data :**

More information about the processing of your personal data by KPMG Slovensko spol. Ltd. and you can find your related rights at [this link](#).

In the event that your data will be included in the database of contacts of clients and potential clients of KPMG Slovensko spol. s r.o., the company will inform you about it by a separate email. Photos from this event that you will be captured on can be used on the organizers' websites and social media.

### Swedish Chamber of Commerce in Slovakia

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British Chamber of Commerce  
in the Slovak Republic