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## PRESS RELEASE

# TELEFACTION BECOMING PART OF AXCESS NORDIC

**A steep rising request for 360 degree insight in the customer experience, and an ambition to become market leader in the Nordics within this area has inspired Axxess Nordic to invest in the customer feedback pioneer TeleFaction. With this acquisition Axxess Nordic is doubling both technical and consulting competences at this field.**

TeleFaction has since 2001 been a true Customer Feedback pioneer and a renowned brand helping public and private organisations. Axxess Nordic is probably mostly known as the specialist within Speech Analytics and solution from the software producers Verint and Calabrio.

With the acquisition of TeleFaction Axxess Nordic now has the capability to offer a 360-degree insight based on customer feedback, Speech Analytics, Text Analytics and much more.

*"Never before has customers been more demanding of great service than they are today. At the same time the increase of digitisation and self-service is challenging the customers perception of what great service really is. With the acquisition of TeleFaction we now have an even stronger foundation to provide insights in all aspects of the customer experience," says Sebastian Nielsen, CEO, Axxess Nordic.*

Axxess Nordic, located in Ballerup, Denmark, has since 2007 helped a broad range of Nordic customers implementing and exploiting technologies, by Gartner labelled Workforce Engagement Management (WEM), from the software producers Verint and Calabrio.

In particular Speech Analytics is on the rise in the Nordics at this moment. But the well-established disciplines as workforce management, customer feedback and quality management are also still hot topics at companies prioritising great customer service.

*"At this moment we are hearing many of our customers express a need to get a more clear picture of the customer journey across all channels of communication. With the strong skills from TeleFaction we are taking another step in the direction of helping our customers in this area," Sebastian Nielsen says.*

## Facts about Axxess Nordic

- Established 1998
- Specialists in Workforce Engagement Management (WEM) and Voice of the Customer (VOC) since 2007
- Helps Scandinavian companies
- Headquarter in Ballerup, Denmark
- Platinum partnership with leading providers of WEM software (Verint and Calabrio)
- Partnerships with local implementing partners in Sweden, Norway, Finland and Iceland

Read more about Axxess Nordic here: <https://axcessnordic.com/en/frontpage/>

**Facts about TeleFaction**

- Established in 2001
- Delivering customer feedback solutions
- Pioneer within IVR surveys (post call surveys)
- Consultancy within CSAT, NPS, eNPS etc.
- Strong competences in both the tactical and operational level
- Now owned by Axxess Nordic A/S

Read more about TeleFaction (Danish only) here: <https://telefaction.com/>

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