

# CUSTOMER EXPERIENCE TRENDS REPORT

A study of 363 listed companies on Nasdaq First North Growth Market

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# INTRODUCTION

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**You have 7 seconds to make a good first impression.** Whether it's pushing for investment or customers, that is your primary benchmark. Online, you have 0.05 seconds to make the same impact.

Once you've made an impression, you must connect. Face-to-face, this simply requires adding to that first impression. Online, it means making sure your audience has the information they need, when they need it.

Possibly the most important way to make sure your audience gets the answers they want is to ensure that they can quickly and easily access support on your website. This can be through phone, email, contact form, FAQs, knowledge bases or chat.

Although FAQs and knowledge bases require less constant supervision, they don't cater to customers who have a question they can't find, or don't have time to search for.

We chose 363 companies in the First North Growth Market. The primary research took place between May and June 2020.

Company website's clearly needs to have a concrete section for frequent issues, and then a fallback for more human, personal service, if they want to give visitors a rounded, thorough opportunity to connect with their brand.

This report is for any type of company. Companies might focus on different market segments (B2B, B2C, B2G, etc.), but the work that Sales, Marketing, Customer Experience and Customer Service all do is about connecting with humans, regardless of the ideal customer profile.

When you build the website that represents your brand, it's essential to **make it about connecting with humans**. It should present the three factors we look for in the first seven seconds of a human interaction.

- ▶ appear trustworthy
- ▶ have clear purpose
- ▶ open to communication

We ranked websites based on these three factors.

## Who and Why?

We chose the **Nasdaq Nordic First North Growth Market** as a selection of companies because it ranges across industries and target audiences. It covers medium-sized growth companies who applied and were accepted into the list by the Nasdaq Exchange for a common goal: to realise their growth potential and eventually graduate into the Main Market.

Their website should connect with their human audience, and that audience has that 0.05 second snap judgement when they land on a website.

SECTION ONE:

# GENERAL CUSTOMER EXPERIENCE ANALYSIS



# THE METHOD

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We first examined 25 random companies from the list to formulate how to compare the company. The preliminary results were surprisingly varied, and gave us significant scope to grade companies based on the three factors of **trustworthiness, clear purpose and communicability**.

*“Do I trust the company behind this website, can I understand their purpose immediately and can I contact them with a query easily?”*

We examined each website for each of the 363 companies using 26 data points to get a detailed answer to this question.

In this report we examine 16 ranking customer experience criteria and rate 363 fast-growing Nordic companies against each other in terms of trustworthiness, purpose and communication.

# TRUSTWORTHINESS

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Trust is a valuable online commodity. Companies of all sizes must show that they're invested in their visitors' privacy when they visit their website.

Data theft, personal information mining and privacy concerns are popular talking points. Every tiny online interaction comes with a risk of losing control over your personal information, or not recognising whether you're really on the website you want to be on.

Trustworthiness is often subjective. Typos, oddly coloured logos, pixelated images, lack of clear contact information, and conflicting statements are all factors to how well a visitor trusts your website and company.

In the interest of objectivity, we chose two solid, non-subjective data points as trust factors.



# 1. Displaying a GDPR Cookies Notice

General Data Protection Regulation compliance is a legal indication of trustworthiness. Having a GDPR cookie information notice shows you care about your visitors' privacy. It builds credibility and shows that you are aware of your basic legal obligations as an EU-based company, or as a company with an EU audience.

GDPR covers data you collect as part of a transaction, and tracking your website sets on a person's browser via cookies. First North Growth Market list members can reasonably be assumed as aiming at

a European audience. Therefore, we considered them subject to GDPR compliance.

Any visitor on your website must **give explicit, prior consent regarding their cookie preferences** before they browse on your website, except in the case of whitelisted or necessary cookies.

## SCORING METHOD:

- ✓ If present, 1 point
- ✗ If absent, 0 points





## ***Four out of ten...***

... Nasdaq First North Growth list members did not display any sort of cookies notice on their website.

One website claimed to have a cookies consent banner on their website in their Privacy Policy, but did not.

One company had a cookies page on their website which defined cookies, but did not explain how they used them or how to change retention settings.

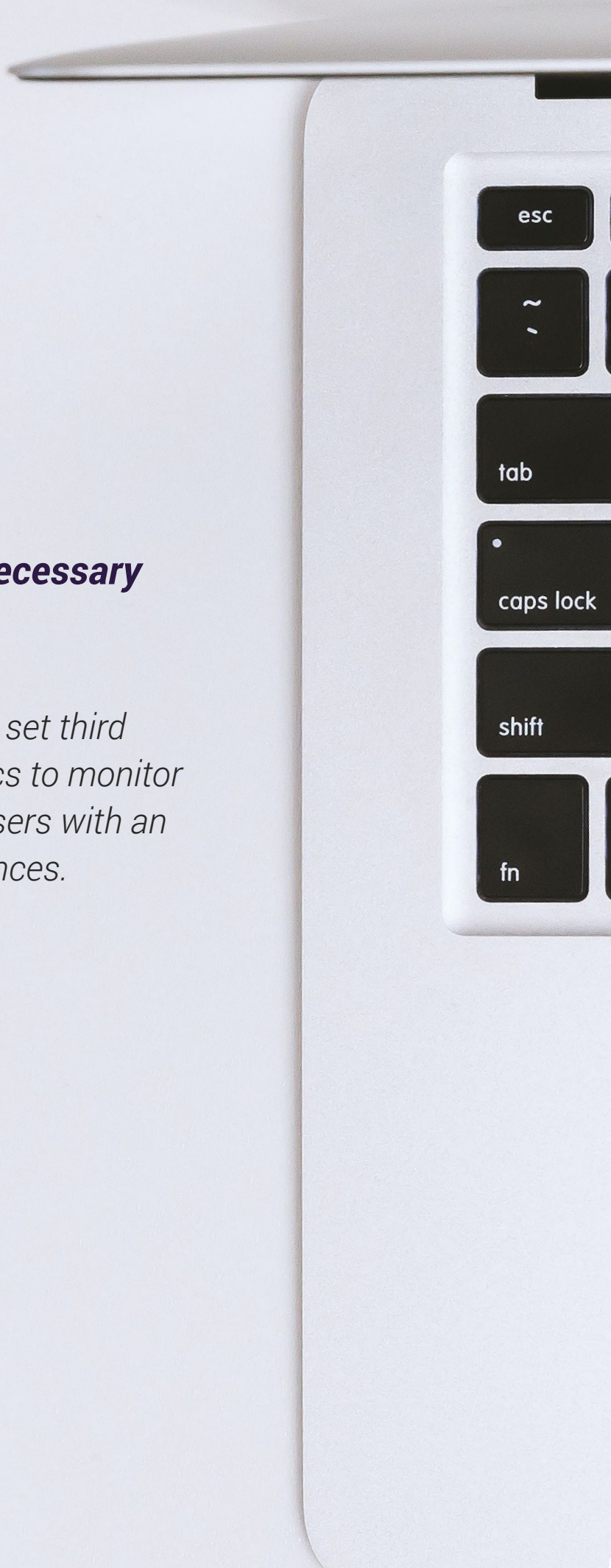
## ***We found two companies...***

... who did not set any cookies on their website and therefore are not required to show a cookies notice.

However even in this case a notice informing your visitor that cookies are not used to track them could have a positive effect in terms of website trustworthiness.

## ***Third-party cookies are not necessary cookies***

*If your website uses services that set third party cookies, like Google Analytics to monitor engagement, you must present users with an option to edit their cookie preferences.*



## 2. Having a Certified Secure Connection

The existence of a Secure Sockets Layer certificate is a technical trustworthiness factor. It is used by popular web browsers to warn users if the website they're visiting is secure or not. SSL certificates indicate to visitors that:

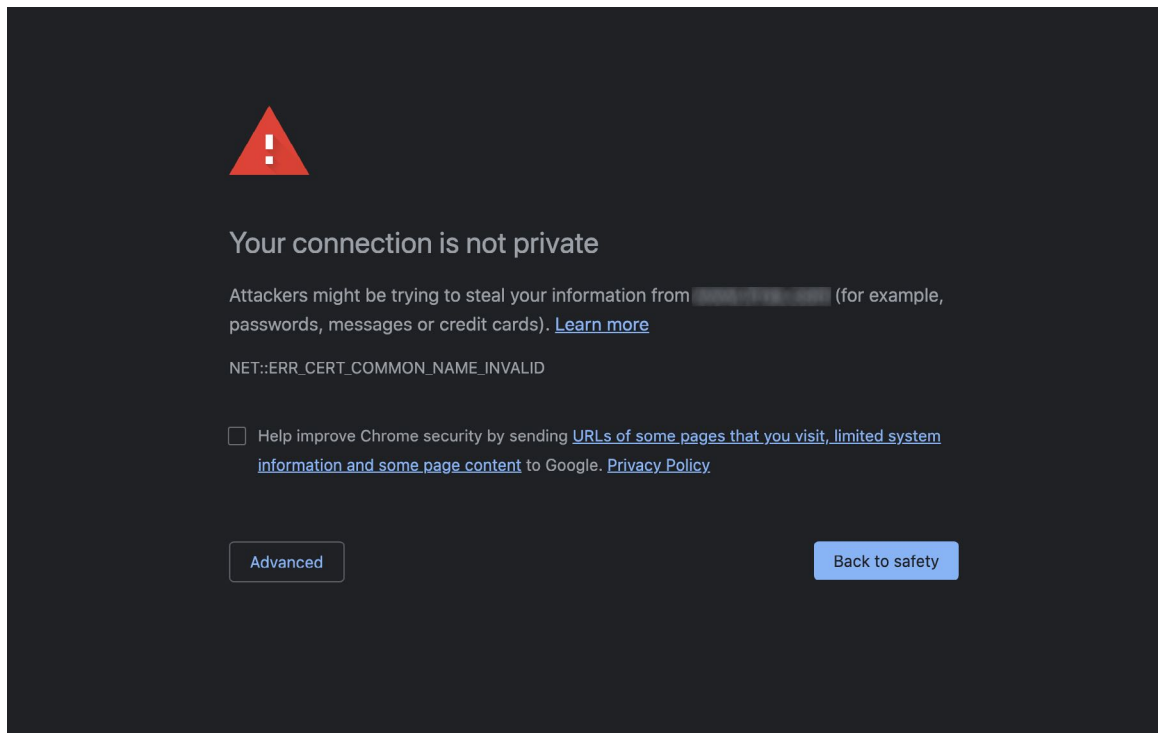
- ▶ you are who you say you are
- ▶ they are on a secure connection
- ▶ you have been verified and certified by an independent certificate authority

This gives you respectability. **Websites without certificates generally get an “Insecure” warning** in the address bar on

a browser. Websites with an incorrectly configured or untrusted certificate are actively blocked by browsers with a large warning page that requires multiple clicks to bypass.

### SCORING METHOD:

- ✓ If present, 1 point
- ✗ If SSL is incorrectly configured, 0 points





Almost 87% of all companies studied have SSL installed on their website. One in seven websites have no SSL certificate, the certificate is incorrectly configured or expired.

# PURPOSE

*Intro:* First impressions are everything. Who are you? What do you do? Make your website clear and visitors won't be confused.

This is important, because regardless of where your visitor heard of you, they need instant confirmation once they have landed on your website that they've found you. **The first on-site touchpoint means clearly stating who you are and what you do.**

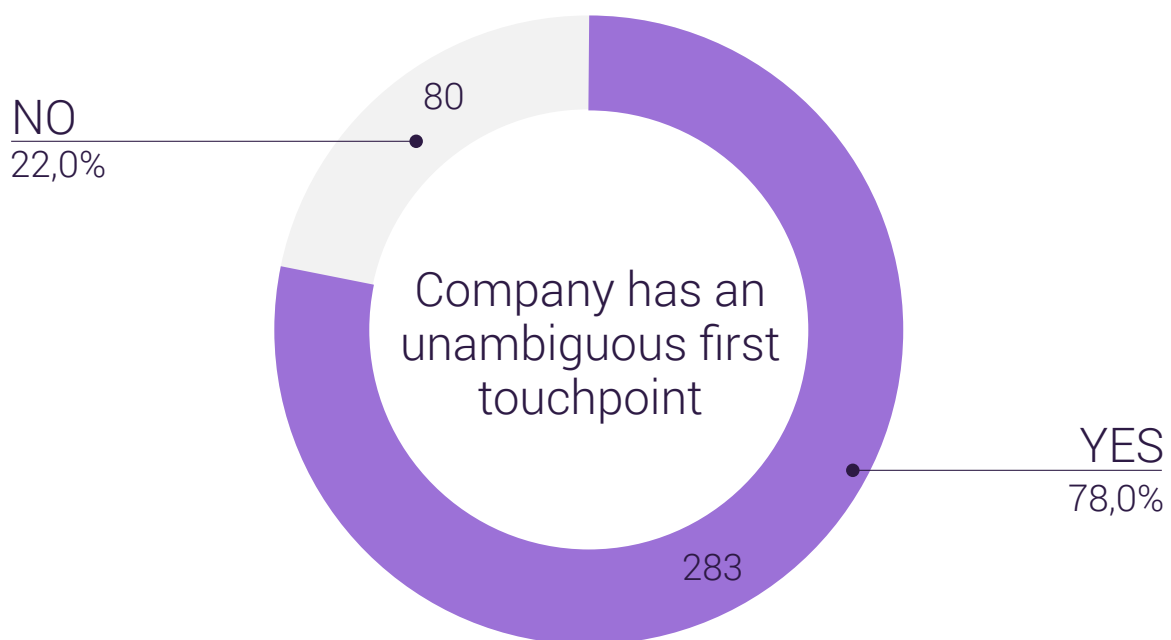
We evaluated whether we could understand what each company did just from landing on their website in the first few seconds.

## 3. An Unambiguous First Touchpoint

### SCORING METHOD:

- ✓ If company's purpose is easily identifiable, 1 point
- ✗ If not, 0 points

How do I know you're the company I'm looking for? It is vital to show what you do to first time visitors. Powerfully communicate your purpose visually with clear, bold statements and graphics related to your specialty.



We based this scored factor on whether the researcher could instantly identify a company's industry and purpose by simply landing on their homepage.

Admittedly, this can be subjective, since it's based on the experiences and knowledge of each individual researcher. However, visual communication is universal, and we felt that this factor still gives an indicative metric to how well companies present themselves nonetheless.

Our researchers deduced the purpose of each company within seconds of opening their website 78% of the time.

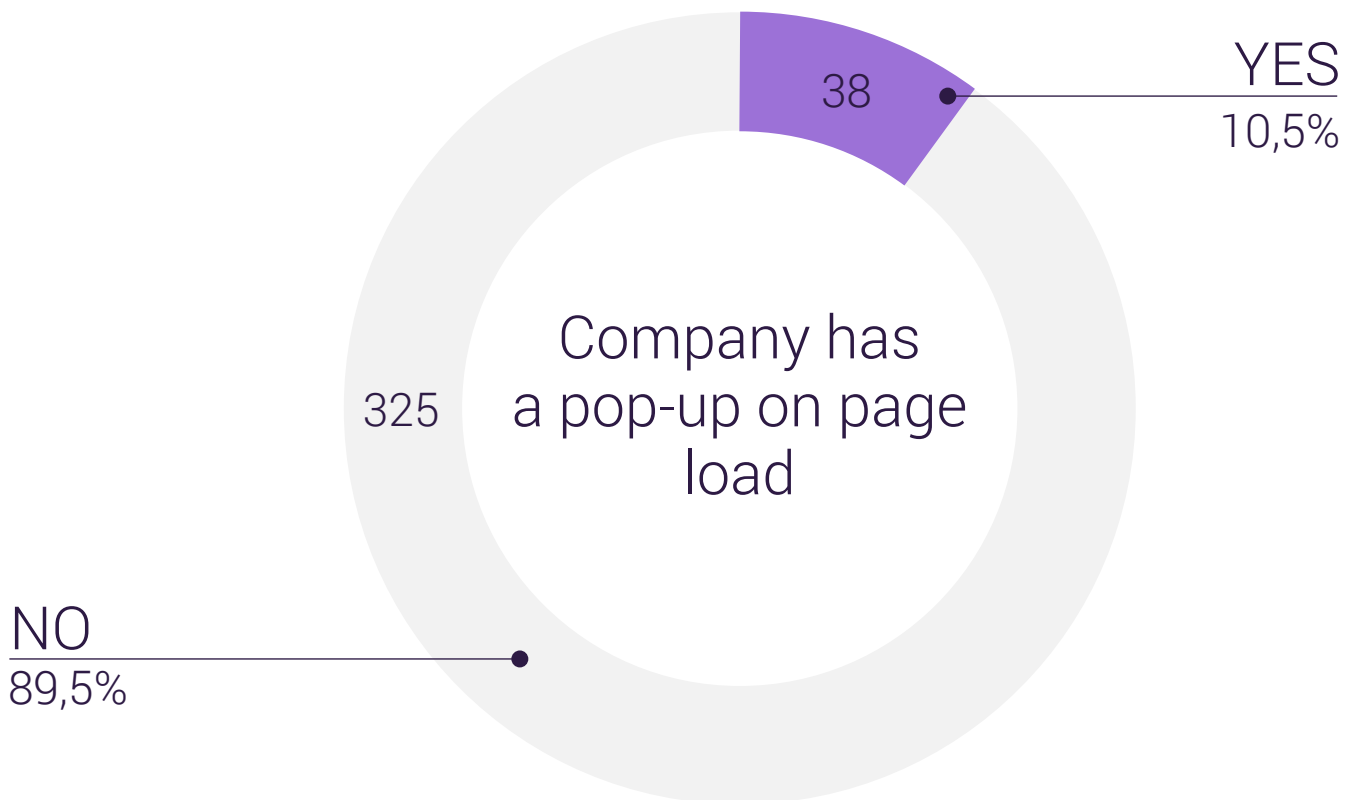
## 4. Pop-Up on Page Load

Pop-ups are not a scoring factor as they are context-subjective. However, they do influence other scoring factors.

When visitors find pop-ups useful, it can be a beneficial add-on for your website. If your pop-up asks your visitors for something without giving value, you risk annoying them. This is not usually good for your customer experience and can increase bounce rate on your page.

For example, a newsletter signup pop-up before the visitor has a chance to look at your page is a sign of a company who are more concerned about building their marketing lists than providing useful information. This can degrade trust and distracts from your purpose as a company.





Although pop-ups are not included in overall scoring, we took notes for a more detailed analysis of each website and this can be included in a tailored report for each company.

Pop-ups do influence other scoring factors, like the ease of finding contact information, because they increase the number of steps required to reach desired information.

A tenth of companies interrupted their visitor's journey with an immediate pop-up on page load.

# COMMUNICATION

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How well do you share information?

Regardless of your intended audience, you must make yourself easy to contact, and give your visitors a choice on how to contact you. Or to find out the information they want without contacting you at all.

A website is a way of communicating with the world. It's first and foremost a way of saying "Look, here I stand!" and follows up with a "Talk to me if you're interested!"

The Nasdaq First North Growth Market list features companies looking to grow and graduate to the main market. They should make it easy for their audience to reach out and help them grow and succeed.

Communication plays a vital role helping companies grow as brands and connect with their audience.



## 5. Number of Communication Tools Available

### SCORING METHOD:

✓ IF  $x \neq 0$ , THEN Score =  $1 + ((x-1) * 0.5)$

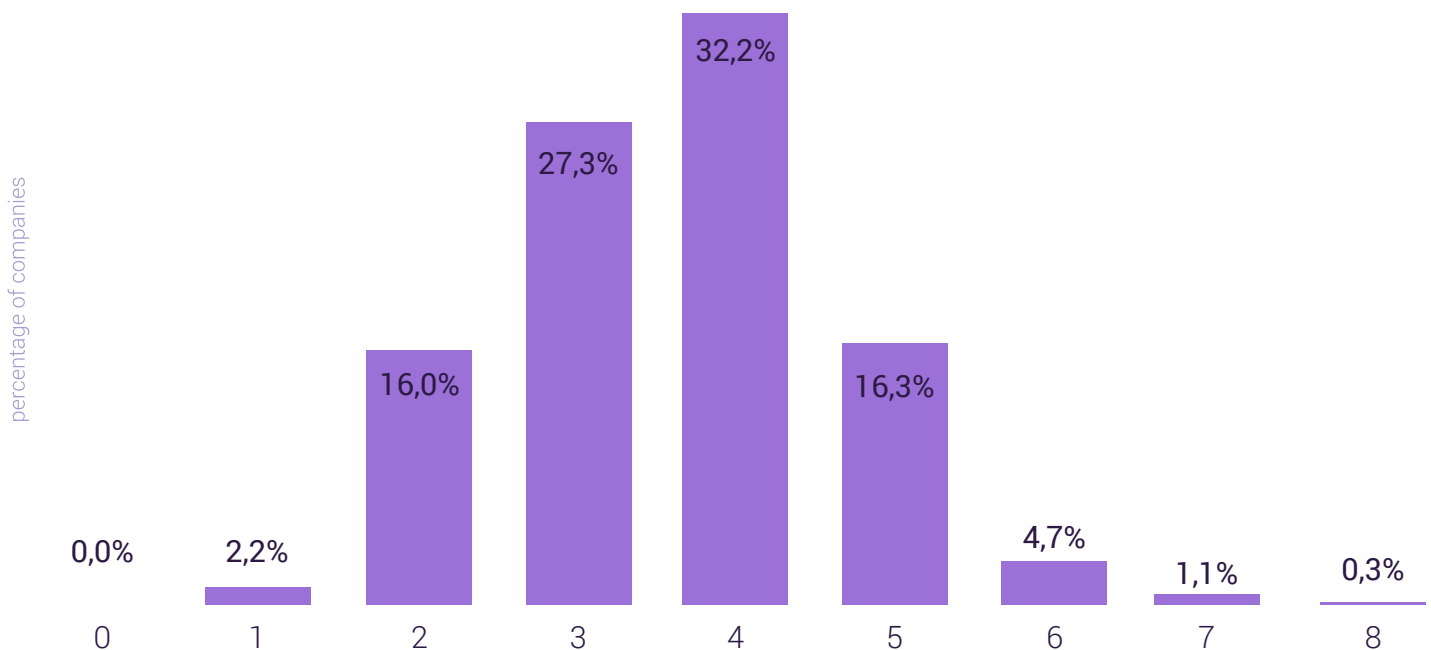
✗ ELSE Score = 0

*X = No. of Communication Tools*

According to Deloitte, customers expect choices when searching for the information they need. You don't need hundreds of options. It depends on your customer experience strategy, but a good rule of thumb is to give visitors a way to contact you directly and to find information on their own, with some guidance (self-service).

Most companies studied tend to use 3-4 communication tools to help their visitors find information or to get in touch with their company.

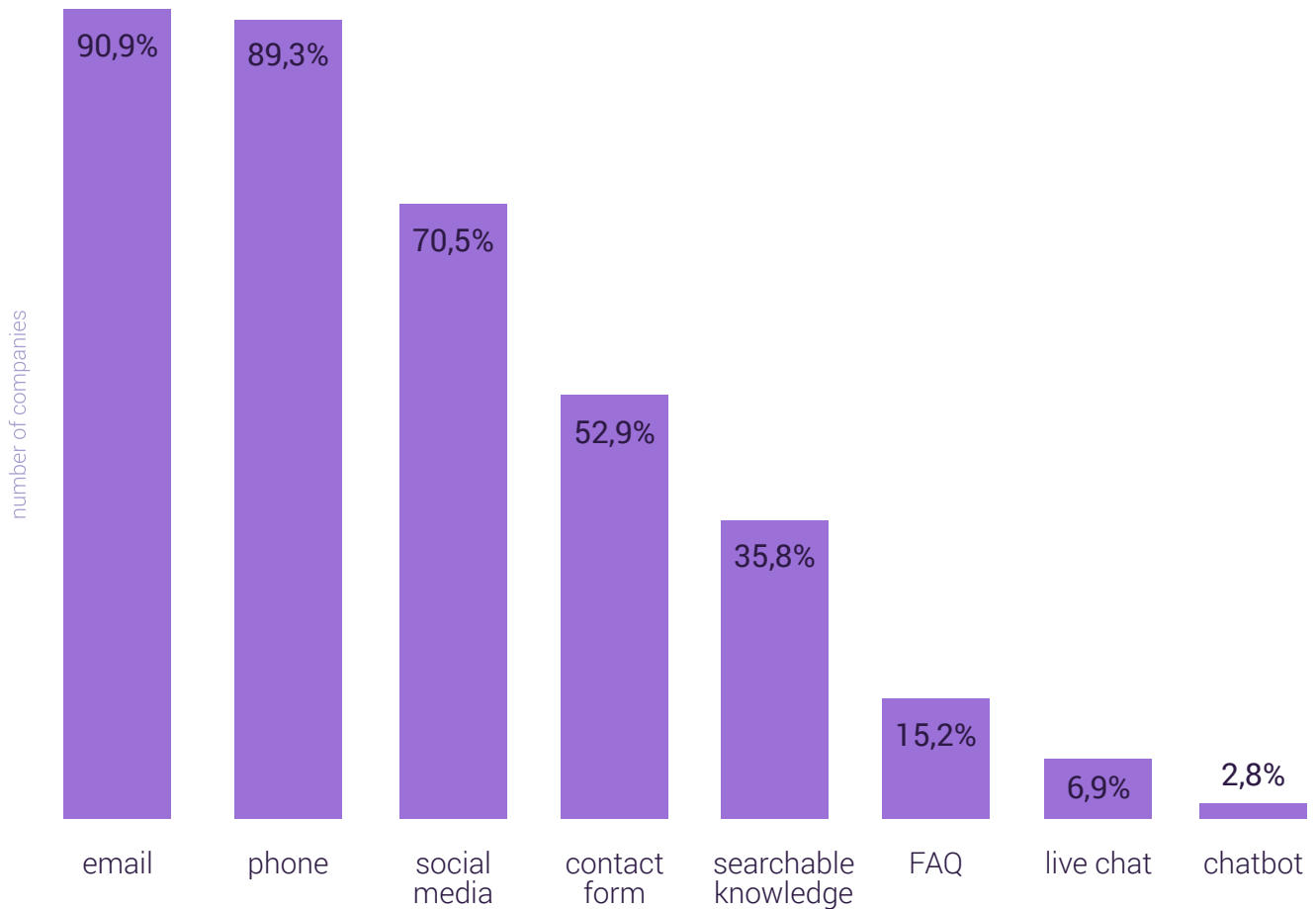
## Number of Communication Tools Available



# Most Popular Communication Tools

When we examine what tools are used most, companies on the Nasdaq First North Growth Market use phone and email the most, while newer technologies like chatbot and live chat are seeing a lower adoption rate.

## Most Popular Communication Tools



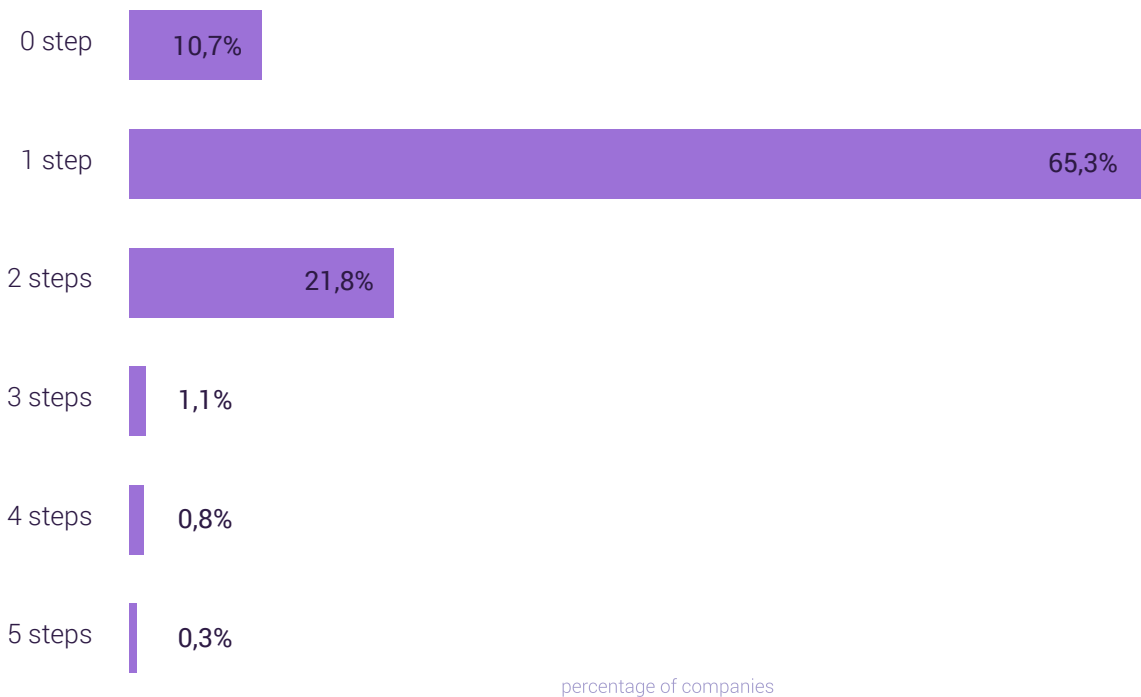
## 6. Steps Required to Make Contact

You should not need more than a few clicks to find what you're looking for on a website. The fewer steps to finding contact information, the better.

### SCORING METHOD:

- ✓ No Steps Required: 0 points
- ✗ Steps Required: -1 points per step

### Steps Required to Contact a Company



Most companies did well in this data point, as almost 98% made it easy enough to find contact information.

For 2.2% of the websites examined, it took three or more steps to find contact information.

## 7. Visible Contact Us Link

If your visitor wants to contact you, it's important to give them a path to follow, especially if you don't have contact information immediately available above the fold. This is commonly done by featuring "Contact Us" on the top level menu of your website.

This scoring factor focuses on **whether you can find a path to assistance easily**. It includes clickable options like contact us, help, support or contact information in the menu bar, as well as live chat or chatbot.

### SCORING METHOD:

✓ If visible, 1 point

✗ If not, 0 points

The scores for this differentiates from "Steps Required to Make Contact" by illustrating company websites that provide a clear journey to contact information or support for visitors, even if they don't have immediate contact information on their front page.

79% of companies studied have a Contact Us Link on the front page providing a clear journey to contact information or support for visitors.

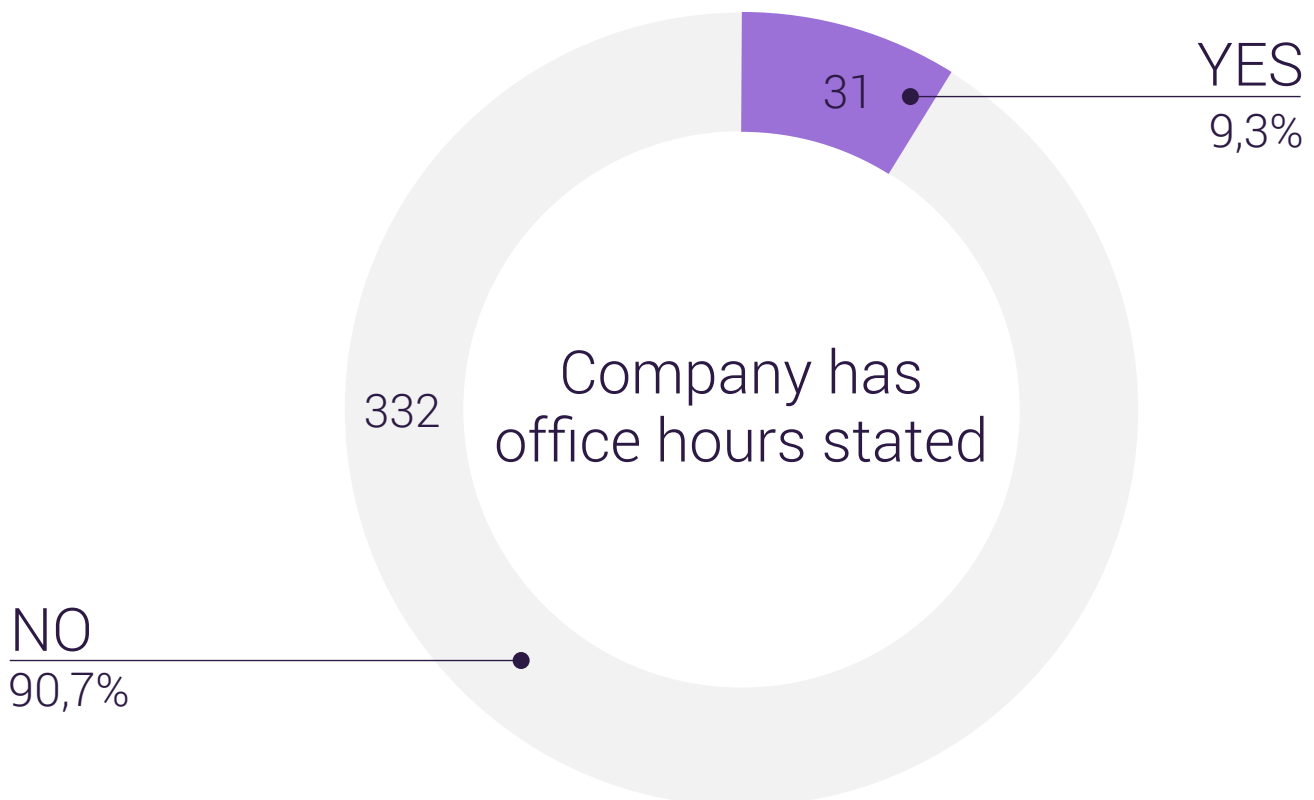
### SCORING METHOD:

- ✓ If present, 1 point
- ✗ If absent, 0 points

## 8. Office Hours Stated

When should I call? Or when should I expect a callback?

This data point shows that you operate according to the clock, that the company is organised and that you value time. It's a mark of establishment, despite the popularity of asynchronous communication methods like email or contact forms. It also gives an indication of when you'll see the message.



## ***Europe spans seven time zones...***

...not counting the discrepancies created by Daylight Savings Time observance. Creating relationships with new partners, customers and investors includes setting down the ground rules for contact times.

## ***However only 31 companies...***

....out of the 363 studied stated office hours or hours of availability on their website.

And only 9 companies give a promised time for a callback.

## 9. Phone Support

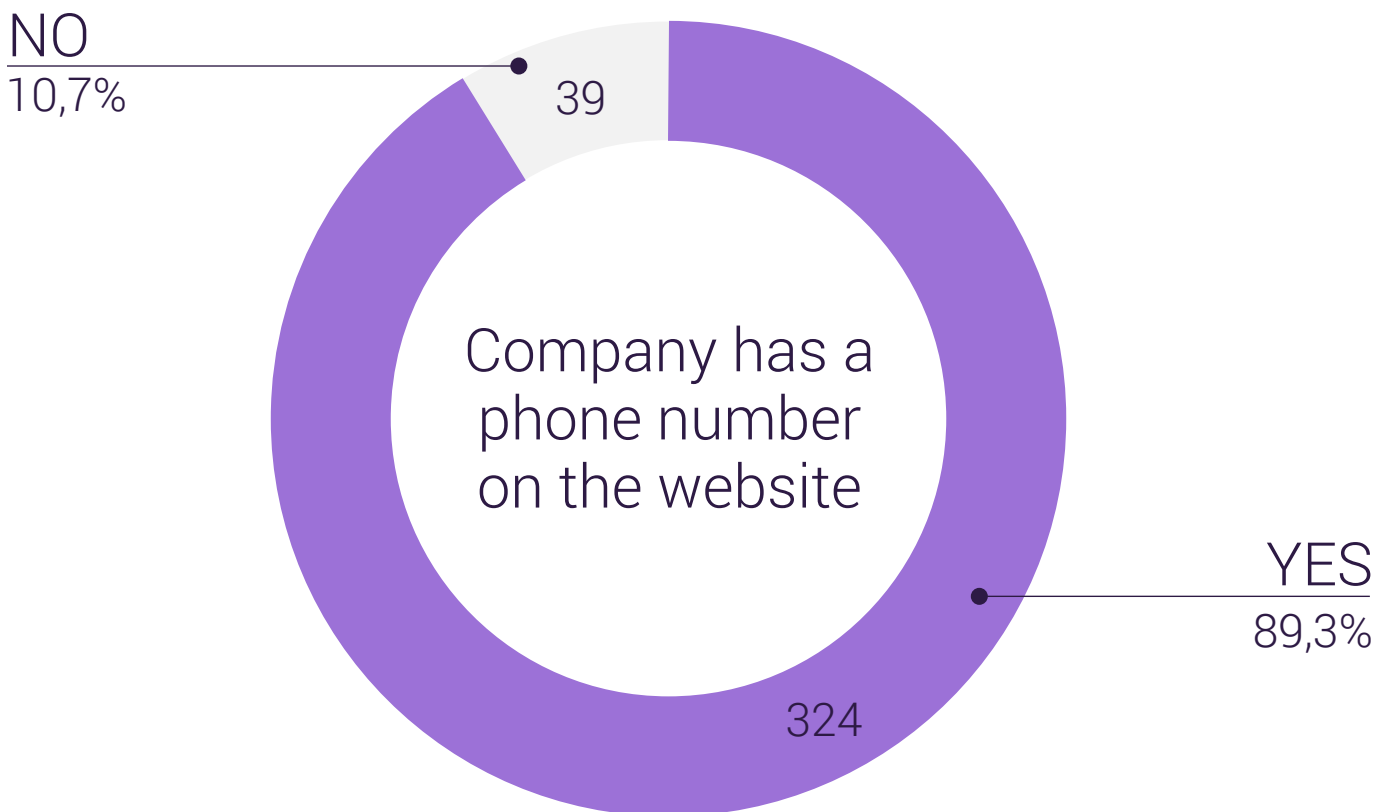
Phone is still the most popular contact method for business and support. A phone number where your business is reachable already creates an implicit trust in the company.

Although we feel that having a contact method is the minimum standard for a company, phones are so ubiquitous that we want to treat it slightly differently from the other communication methods we checked. So we added a favourable weight to the score for using phone as a contact method.

### SCORING METHOD:

- ✓ If present, 2 points
- ✗ If absent, 0 points

Almost all companies studied had a phone number on their website as a method of communication.



## ***Will I get an answer?***

*Although 9/10 companies use phone as a contact method, less than one in ten tell their visitors when they're available for a call.*



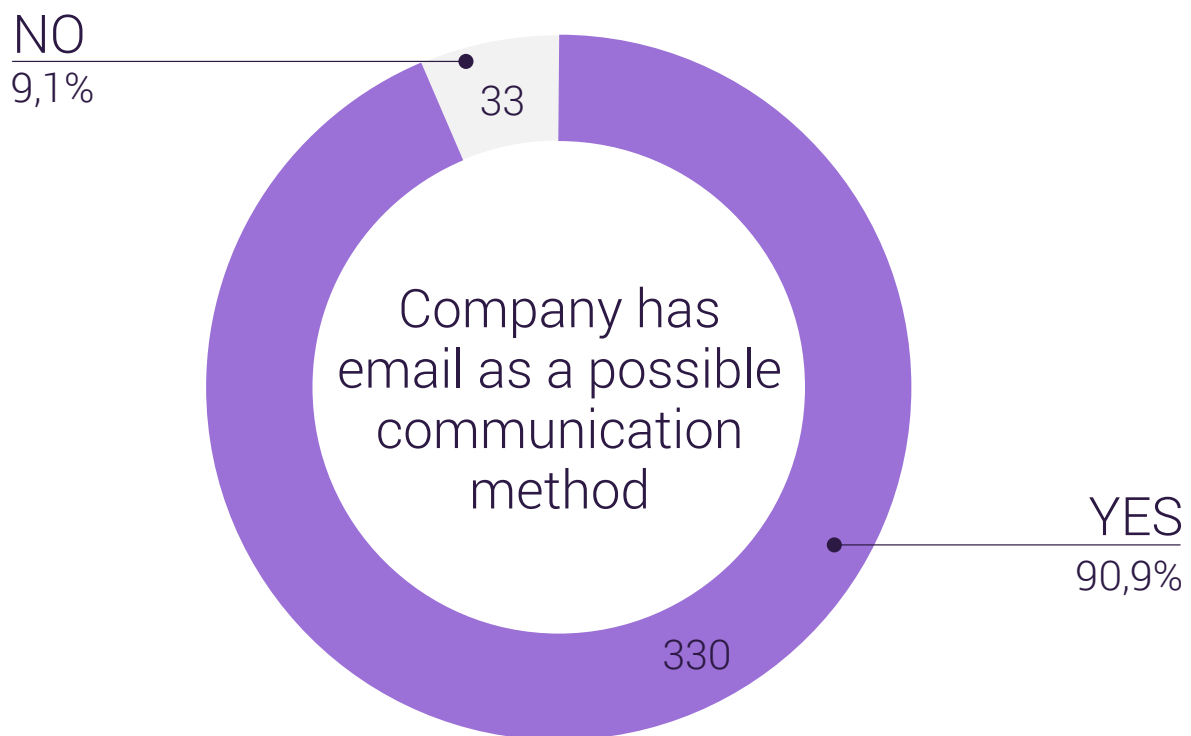


## 10. Email Support

Email is by far the most popular asynchronous method for communication. It's safe to say that email is still a powerhouse for communication. We feel it's still an important part of any company's communication strategy.

### SCORING METHOD:

- ✓ If present, 1 point
- ✗ If absent, 0 points



When we checked whether a company has email as an option on each of the 363 Nasdaq First North Growth Market listed company websites, our researchers disregarded any emails from free service providers (Gmail, Outlook, etc.). Using “@gmail.com” email for your company dramatically reduces credibility, especially when you have an own-domain website.

Just **over 90% of companies** studied use email as a possible communication method on their website.

In 2020, it's estimated that 302.4 billion emails are sent and received every day.  
That's 3.5 million emails per second.

In business, one person sends 40 emails per day for work-related reasons on average.



*\* The 2020 estimate was published by Statista in 2019, before COVID-19 affected working life*

### SCORING METHOD:

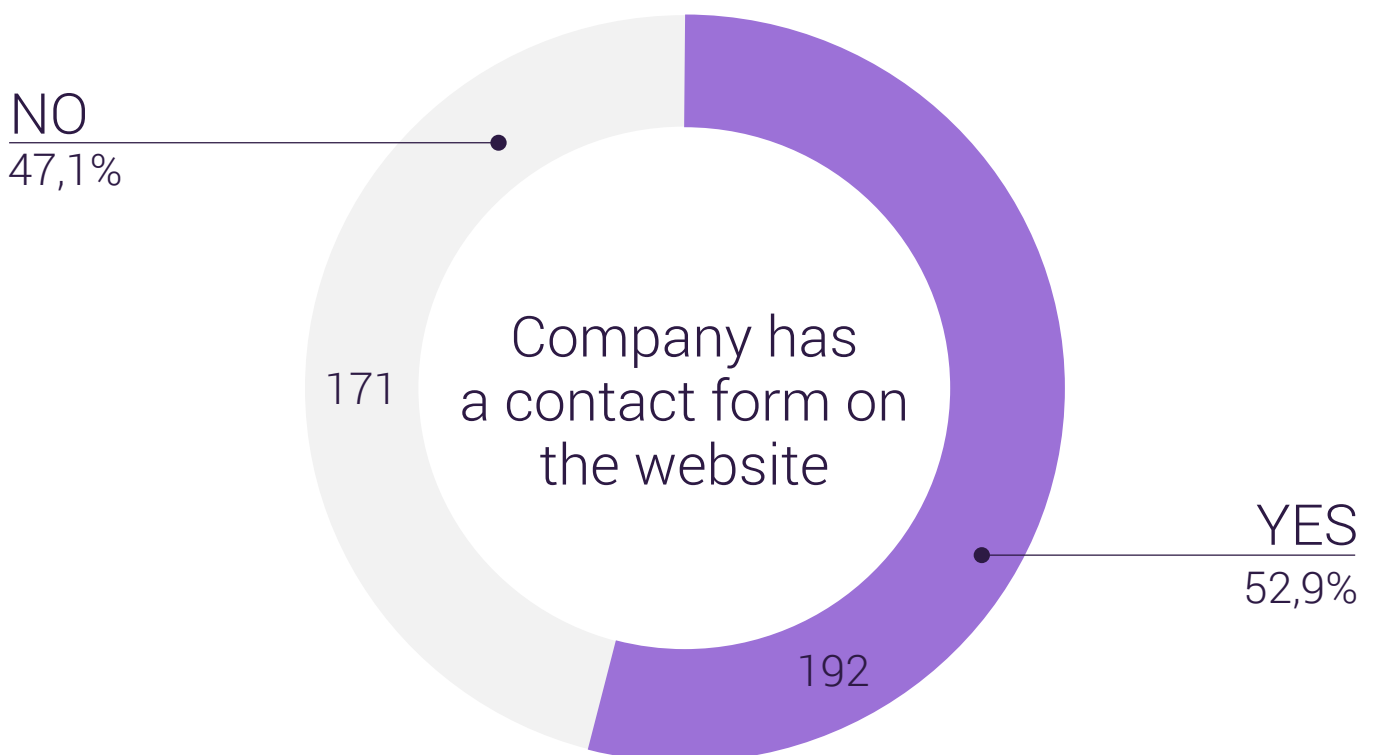
- ✓ If present, 1 point
- ✗ If absent, 0 points

## 11. Contact Form

Contact forms can be a great solution for companies who don't have enough people on their team to devote a full-time team member to communications.

**They are an easy and structured** way for people to reach out to your company without talking to someone, and they enjoy the added benefit of lower response time expectation than phone and chat.

The proportion of companies that use a contact form is almost split down the middle.



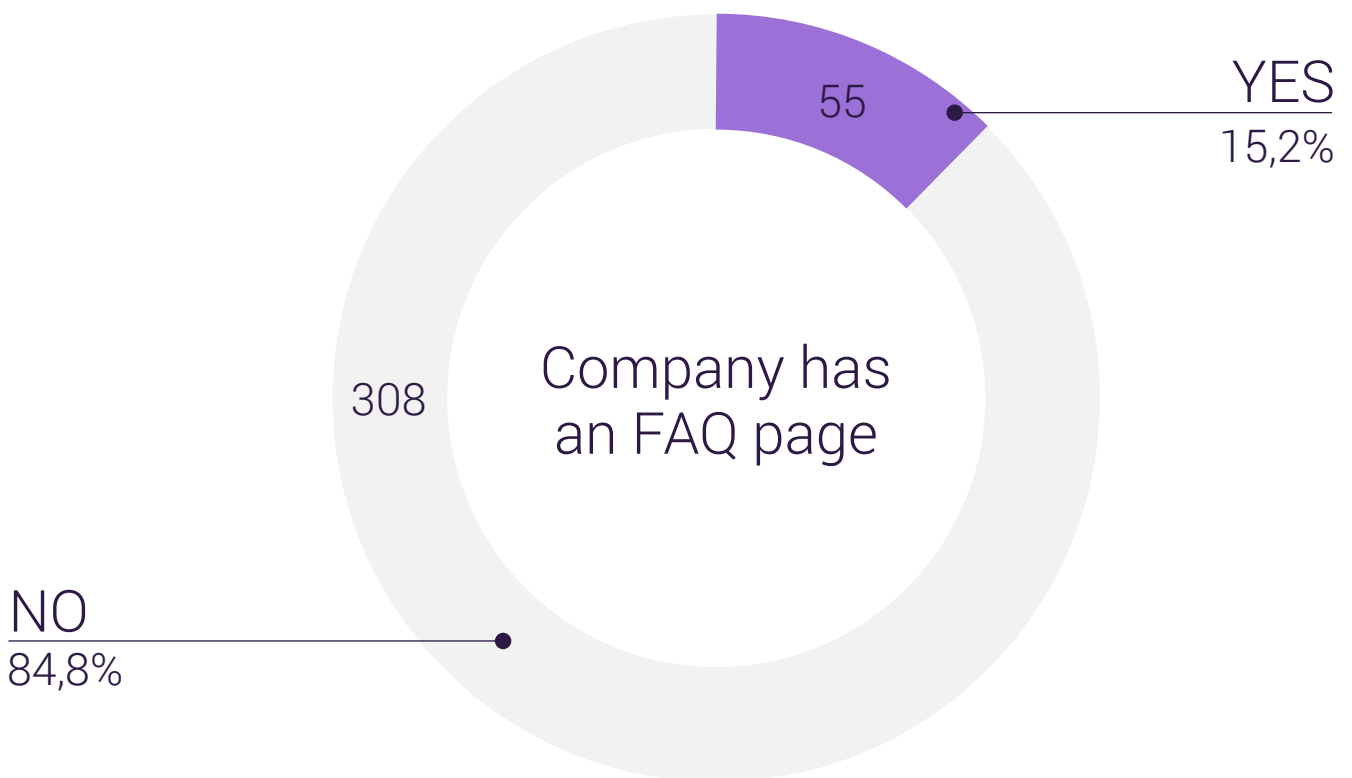
## 12. FAQ Page

Frequently Asked Questions pages are like a condensed knowledge base. They give your visitors the opportunity to learn more about your company quickly, without needing to contact you directly.

They are low-maintenance, once you have figured out the frequent questions asked about your company, and are a useful deflection tool as your company and audience grows.

### SCORING METHOD:

- ✓ If present, 1 point
- ✗ If absent, 0 points



Only about 15% of companies studied have an FAQ page on their website.





## ***How can you discover your FAQs?***

It pays to talk to your visitors. You can use questionnaires, surveys and chatbots to find out what they want to know when they visit your website.

## 13. Searchable Knowledge

### SCORING METHOD:

- ✓ If present, 1 point
- ✗ If absent, 0 points

A searchable knowledge base, or even a simple search on your website can save your visitors time and effort looking for the information they need. The more informative the self-service option is, the better. According to Steven Van Belleghem's research, **70% of consumers expect a website to feature a self-service application.**

We looked for any method where information can be easily and quickly found through a search function.



## ***About a third of the companies...***

...studied have some form of information search function on their website.

## ***Knowledge bases are not just about self-service***

They can positively affect your Google ranking for long-tail search queries, and you can use their entries to quickly point people to the information they need from other support channels.

## 14. Live Chat

Live chat is a relatively young communication solution. It gives visitors a convenient way to contact your company within opening hours, through text. It is quickly becoming a preferred communication method online.

Despite live chat's growing popularity, it does have some drawbacks. Smaller companies without a dedicated support team might not benefit from live chat. This is important for growing companies to consider.

### SCORING METHOD:

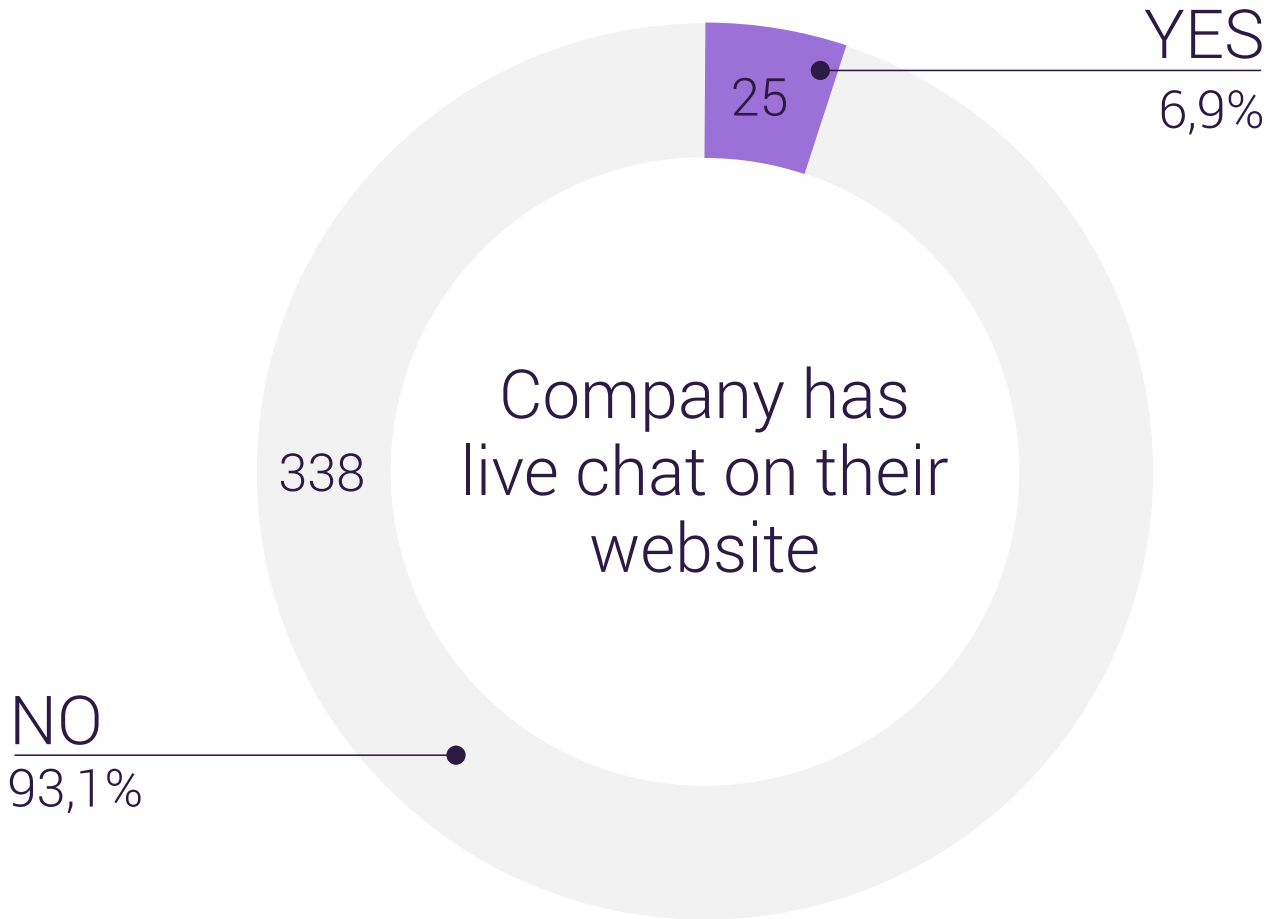
- ✓ If present, 0,5 points
- ✗ If absent, 0 points

When scoring live chat with companies on this list, we give live chat a lighter weight than other communication tools, mainly because of the implementation challenges, even though it's functionally an excellent customer experience tool.

### ***Implementation Challenges for Live Chat:***

A live chat operator needs to be available at all times during chat opening hours. Experienced agents generally handle no more than four conversations at the same time. It requires a similar infrastructure and planning as phone support, so it can become infeasible for growing companies.





Only 25 out of the 363 studied companies have a live chat on their website.

## 15. Chatbot

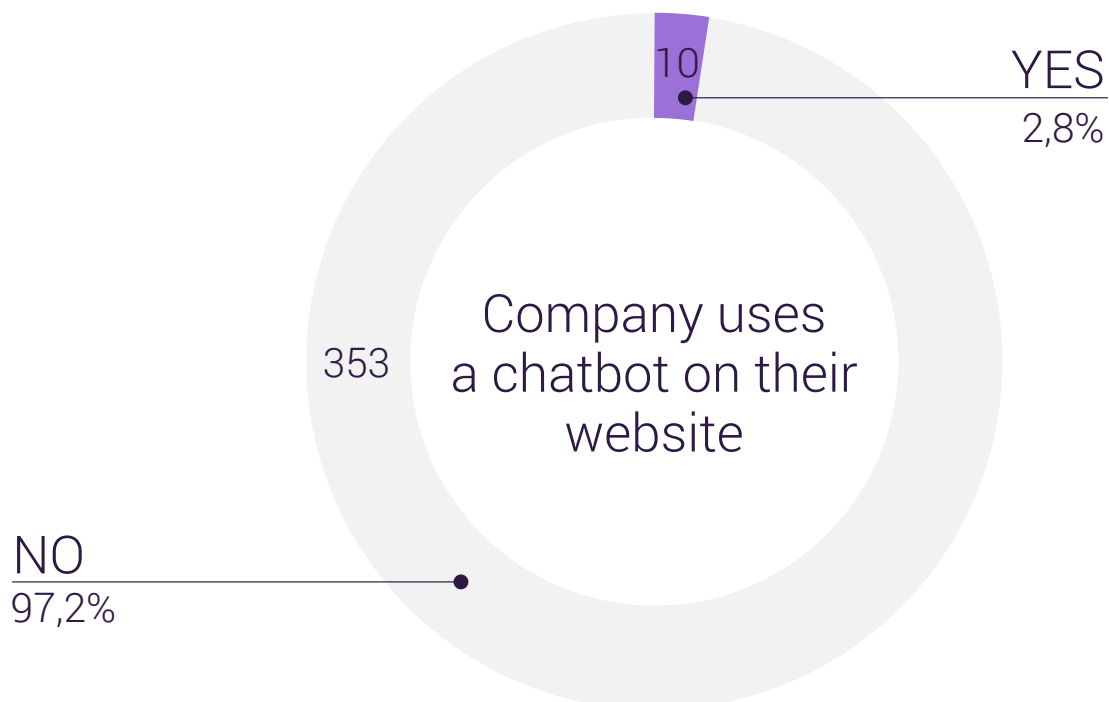
Chatbots have fully automated conversations with your visitors. They answer frequently asked questions, and perform actions. They work by tailoring the conversation with your visitors based on their direct needs. Chatbots can work alone, or with live chat, where they transfer important or unanswerable questions to a human team member.

Chatbots work well for growth companies because **they require very little maintenance work**, but tirelessly engage visitors on your website, freeing up humans for other tasks. Despite their effectiveness, chatbots are one part of a customer experience strategy, and only work as well as the information available to them.

### SCORING METHOD:

- ✓ If present, 1 point
- ✗ If absent, 0 points

**Less than 3%** of the companies studied have a chatbot on their website. Most of those companies use a “chatbot only” approach to guide visitors on their website.



## ***Chatbots can learn up to 92% of visitor questions...***

...within just five months. They discover what visitors want from your website and provide instant and automated support.

## ***But only less than 3% of the companies studied...***

...have a chatbot on their website. Most of those companies use a “chatbot only” approach to guide visitors on their website.

## 16. Social Media Channels

Social Media is probably the most effective way to reach new audiences. With the right network, audience and strategy - you can reach more people and generate more interest in your brand.

**Nearly 1/3rd of companies studied do not link or state their social media channels on their websites.** Of those who do, most companies tend to use 2-4 social media platforms in their social media strategy.

### SCORING METHOD:

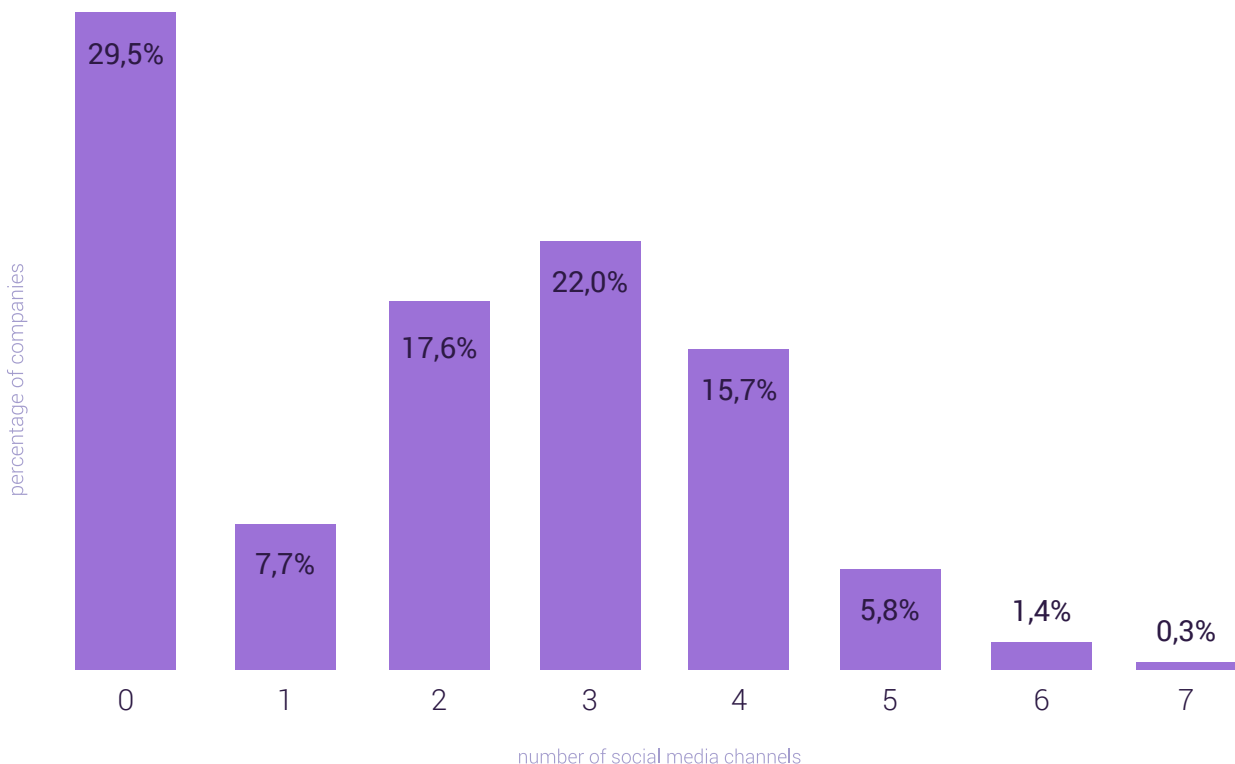
✓ IF  $x \neq 0$ , THEN Score =  $1 + ((x-1) * 0.5)$ ;

✗ ELSE Score = 0

*X = No. of Social Media Channels*

A quantity does not mean quality. Companies are primarily scored on the existence of a social media strategy. For the first social media channel, they receive one point. Additional channels get a half-point per channel.

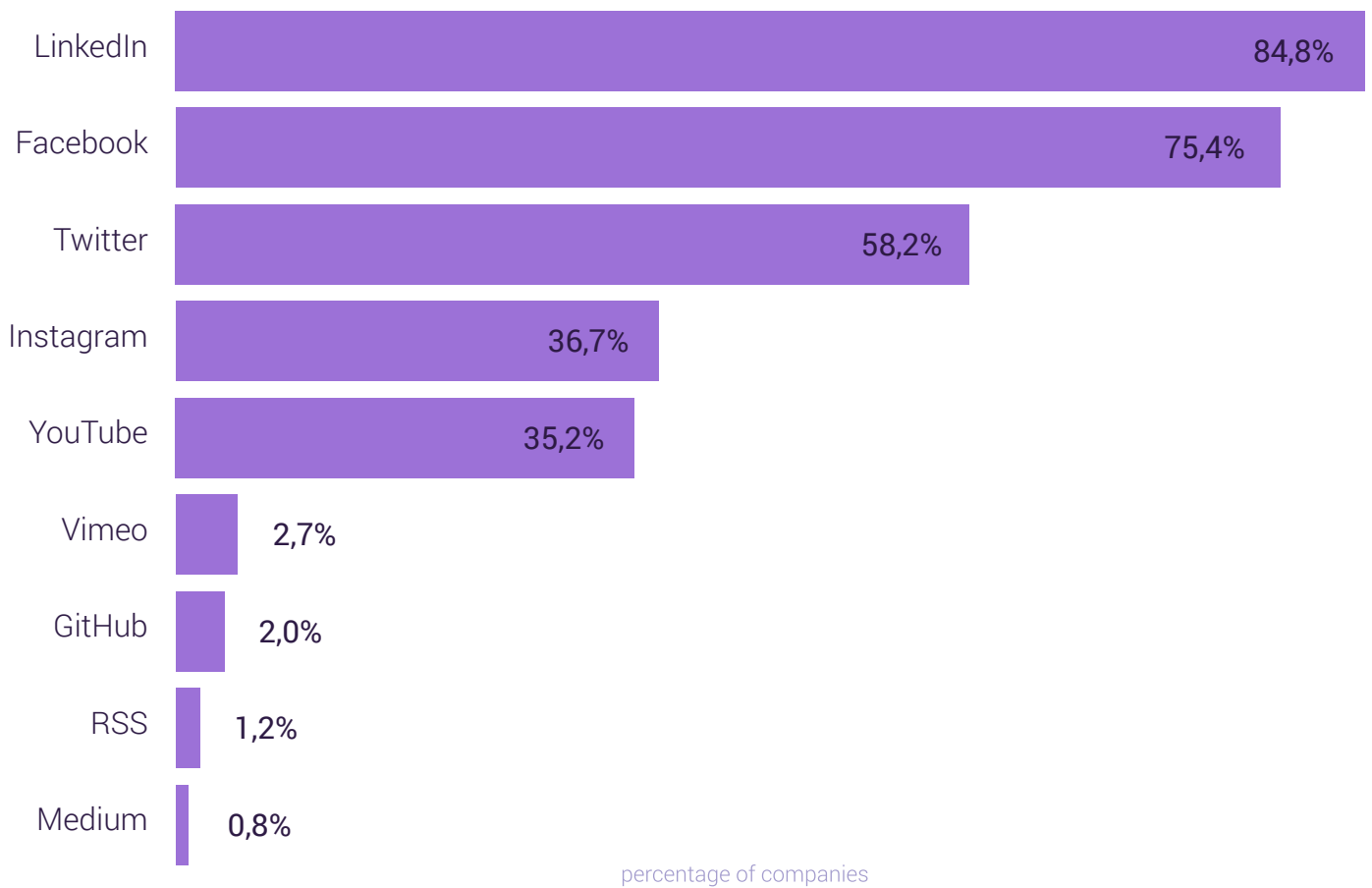
### Number of Social Media Channels Companies Use

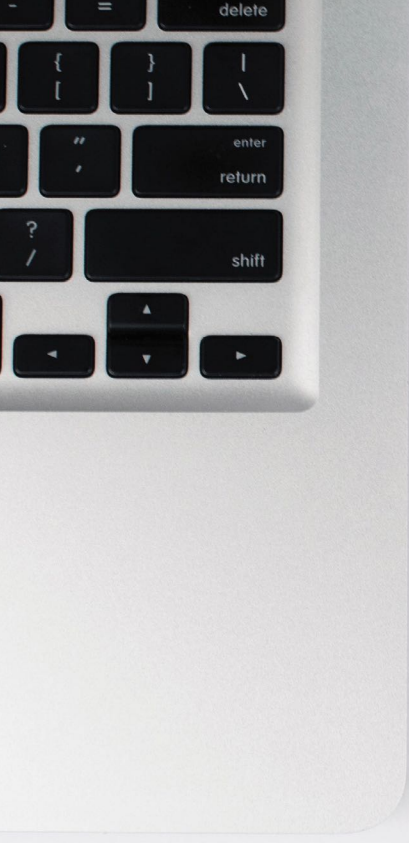


# Most Popular Social Media Channels

The most popular social media platform used by these companies is LinkedIn, followed by Facebook and Twitter. Rich media platforms like Instagram, YouTube and Vimeo follow up on the “big three”.

## Most Popular Social Media Channels





## ***Where should we put a Contact Us link?***

62% of websites studied use the top right corner for a “Contact Us” link. From this data, it may be reasonable to assume that visitors are more likely to look there.



# NON-SCORING CX FACTORS AND DATA POINTS

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These data points were collected to give some extra insight into the overall overview of how a website delivers the customer experience.

They are either subjective, variable or informational, and do not contribute to the overall score of the website. We collected these to use in a more detailed analysis of each individual company website, and for comparative analysis across different market segments.

## Researcher Notes

Our researchers had a field to give an overall personal impression of the website in a notes section.

## Immediate Contact information Available

Describes how contact information is immediately available for each company. For example, some websites feature a contact email or phone number in the top banner, while others might have a live chat or chatbot on the front page.

## Contact Us Placement

Where the contact method was visible on the website, and whether they had to search for it or not. This was to see if there was a trend in a contact method placement.

## Office Hours Information

The opening times for companies that featured them on their website. This was to be used as a basis for a graded hours of availability score, but since the very appearance of opening hours was so limited, we decided against using this data point for statistical purposes.

## Pop-Up Type

If the company has a pop-up on their website, what type of pop-up is it? Does it bring value to the visitor, or will it push them away? This is for a more detailed company-level analysis.

## Nasdaq Industry

Each company's industry, based on the classifications made by the Nasdaq First North Growth Market List. We used this point to analyse industry trends based on the collected data.

## ***1 in 10 Websites Studied Used a Pop-Up as the First Touchpoint.***

Pop-ups are powerful tools used correctly, but if you gatekeep your website, don't be surprised if your visitor leaves for good.  
Always add value in your customer journey.



SECTION TWO:

# TOP RANKING COMPANIES



# TOP THREE NASDAQ FIRST NORTH GROWTH COMPANIES

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All 363 companies from the Nasdaq First North Growth Market were ranked according to a score they received, based on the scorable factors in the General Customer Experience Analysis. The score is a simple addition of all the points received across the scoring factors.

These companies rank in the top three when scored for under the factors for trust, purpose and communication in this Customer Experience Trends Report.

1

## Divio Technologies

"The Web Platform That Unifies Multiple Clouds"

*Industry: Technology*

*Website: <https://www.divio.com/>*

2

## Zutec

"Cloud-Based Construction Management Software"

*Industry: Technology*

*Website: <https://www.zutec.com>*

3

## Upsales Technologies

"Win more deals with Upsales"

*Industry: Technology*

*Website: <https://www.upsales.com>*

SECTION THREE:

# INSIGHTS FROM CX LEADERS IN THE TOP TWENTY COMPANIES



# DIVIO TECHNOLOGIES

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*Industry: Technology*

*Website: <https://www.divio.com/>*

- ▶ Zero steps required to contact the company
- ▶ 24/7 customer support, including phone service
- ▶ Seven customer support channels available
- ▶ Six social media channels in use

“The web platform that unifies multiple clouds.” Divio instantly introduces their purpose with added social proof that they help leading enterprises transform and grow their digital presence.

Divio uses live chat with an integrated knowledge search function, so it caters to people who want to talk to a human and those who wish to find answers themselves. With a scroll, they also state their **24/7 availability with phone numbers** for calling from the US and Worldwide.

A few other nice points on Divio’s front page include a friendly “You’ll talk directly to our Divio architects, we’ll take all the time you need” under their demo call button, as well as a “All systems operational” status tracker link for current customers on their home page.

## WHAT DIVIO SAYS ABOUT THEIR CUSTOMER EXPERIENCE:

*"I won't bore you with our customer experience philosophy, I'll just tell you what Divio does and how we do it. At Divio, we keep our customers close and make it easy for them to speak to us directly. We want to understand their problems as early and as deeply as possible. That means: in-app support with response times below 5 minutes, answered by technical experts including our engineering team, and which integrates our users into our development cycle as part of a feedback loop that contributes to daily improvements in Divio products.*

*Our customers trust us because we show that we care about them, an experience that starts with onboarding and continues with the acknowledged best-in-class technical documentation that accompanies them on their journey."*

*Joel Burch  
Chief Operating Officer, Divio Technologies*

# ADMICOM OYJ

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*Industry: Technology*

*Website: <https://www.admicom.fi/>*

- ▶ **Many immediate customer support options available, including chatbot, FAQ and a searchable knowledge option**
- ▶ **Seven customer support channels available**
- ▶ **Five social media channels in use**

Admicom instantly presents themselves as an automation company in their headline, and qualifies with “ERP solutions” in the subheading. The image of a person in construction gear using a smartphone introduces their specialising sector, confirmed on page scroll. Three contact paths are featured above the fold, while a prominently placed CTA invites you to explore their services.

Admicom reach out to their target audience in the first seconds of page load and they are instantly contactable.

## WHAT ADMICOM SAYS ABOUT THEIR CUSTOMER EXPERIENCE:

“We work hard to make our message as clear as possible and are constantly seeking to improve our online customer experience. Modern ERP solutions can be challenging to describe and understand. Therefore, our communication must be sharp and always guide our audience towards useful information. Our goal is to create a personal conversation where we can bring insight and efficiency to our customer’s business.”

*Jenni Renko*  
*Marketing Director, Admicom Oyj*

# EFFECTE OYJ

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*Industry: Technology*

*Website: <https://www.efecte.com/>*

- ▶ **A great balance between self-service and customer support tools**
- ▶ **Customer support hours stated on the website**
- ▶ **Five customer support channels available**
- ▶ **Four social media channels in use**

When you land on Efecte's home page, they immediately tell you that they do Cloud-Based Service Management, with a qualifier that you can "Digitalize and automate any service - effectively and effortlessly - with an investment that makes sense."

They clearly give you a path to contact them above the fold, and it doesn't stop there. Efecte offers five communication tools, giving their audience options to find out more about their company. They also leverage four social channels so you can follow them on the network of your choice.



## WHAT EFECTE SAYS ABOUT THEIR CUSTOMER EXPERIENCE:

“Our goal is customer success, and we work together as One Efecte to make it happen. It’s key to our culture that everybody at Efecte from sales to R&D and support want to ensure a five-star experience to each customer. We drink also our own champagne: we use our own products to digitalize & automate customer journeys. As the friendly European alternative to the global goliaths in our space, customer experience is a top priority to us.”

*Niilo Fredrikson  
CEO, Efecte Oyj*

# HAPPY HELPER

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*Industry: Consumer Services*

*Website: <https://www.happyhelper.dk/>*

- ▶ Zero steps required to contact the company
- ▶ Customer support hours stated on the website
- ▶ Six customer support channels available
- ▶ Four social media channels in use

Images tell a story for Happy Helper. The child making a mess in the living room, with the headline “Find your next cleaning help here” makes Happy Helper’s product instantly recognisable. During the COVID-19 lockdown in the early summer, they reassured their customers with a pop-up that safe cleaning services were still available.

As a B2C company, they cut straight to the chase with a pricing calculator for homeowners. And help is close at hand with their handy knowledge search function, with a live chat possibility. Two clicks away, you can also find a simple contact form, as well as a phone number and opening hours, if you prefer more traditional contact methods.

# WHAT HAPPY HELPER SAYS ABOUT THEIR CUSTOMER EXPERIENCE:

“We stay attentive to the user’s experience on our platform and make sure to customize our contact to the single user - rather than applying a rapid ‘fits all’ model to support

We always strive to give the users of our platform the very best experience. A crucial part of that is, of course, our support team. They are in contact with our customers every day through whatever channel the customers choose, be it phone, email, chat, text, Messenger etc.

Although we’re aiming to create a platform that functions almost entirely self-served, we know that having real human contact can never be replaced. When you care about your customers’ experience like we do, actually talking with them is an extremely important part of delivering that experience.

We continuously test new ways to improve the experience for our customers. Lately we have even tried calling all new customers the day after their first booking to check if everything lived up the expectations. This both increases customers’ trust and happiness and, hopefully, also decreases customer churn.”

*Jesper Brok*  
Co-founder & CMO, Happy Helper

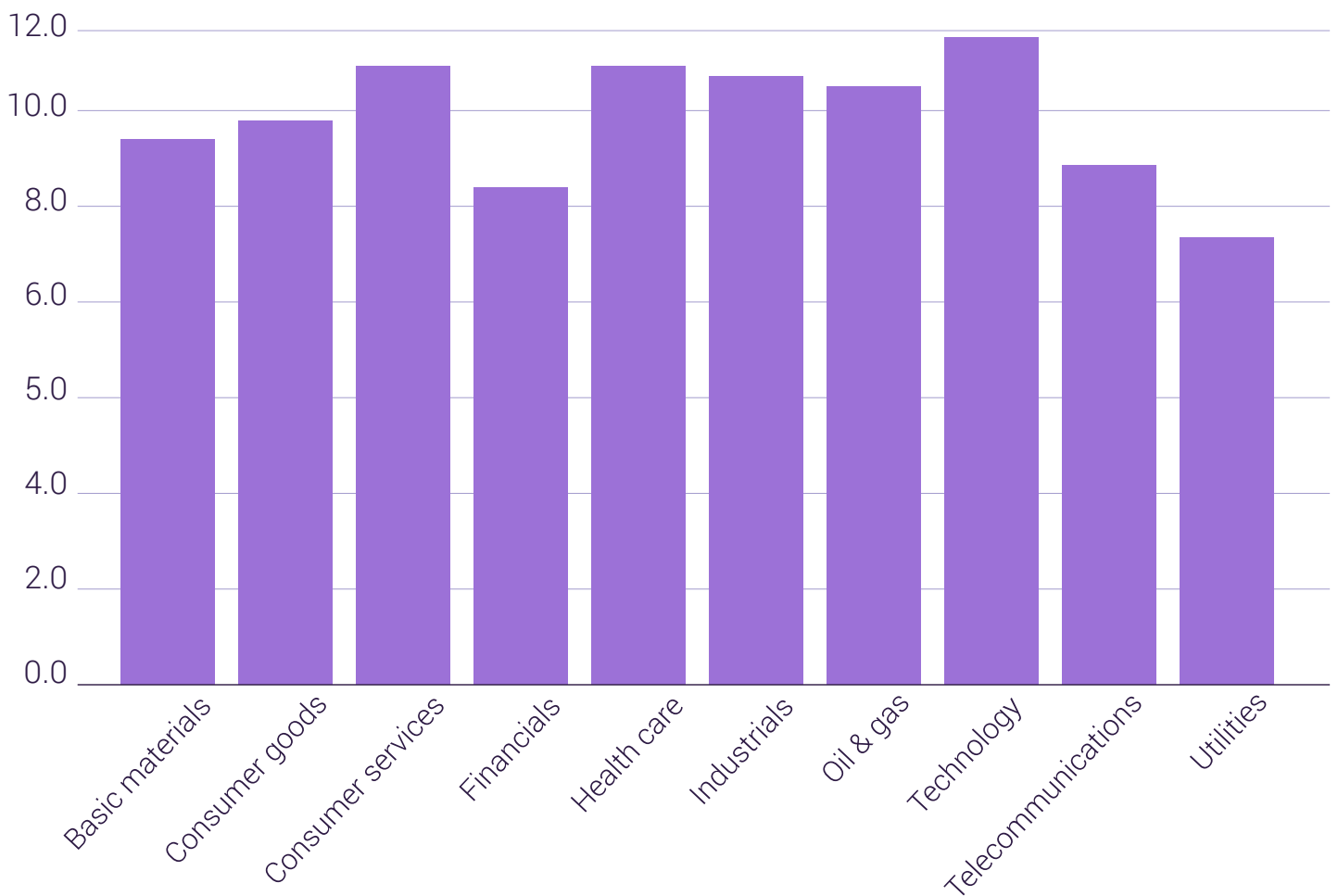
# IS TECHNOLOGY THE TOP INDUSTRY?

The top three companies are from the Technology industry. Does this make Technology the top industry overall for customer experience?

Let's take a look at the average number of points per industry. From there, although it's clear that Technology has a lead, it highlights that there are top performing companies across all industries studied for customer experience.

In the next section, we'll compare industry trends and discover if Technology is really the top player in all studied aspects of customer experience.

## Average Score by Industry



SECTION FOUR:

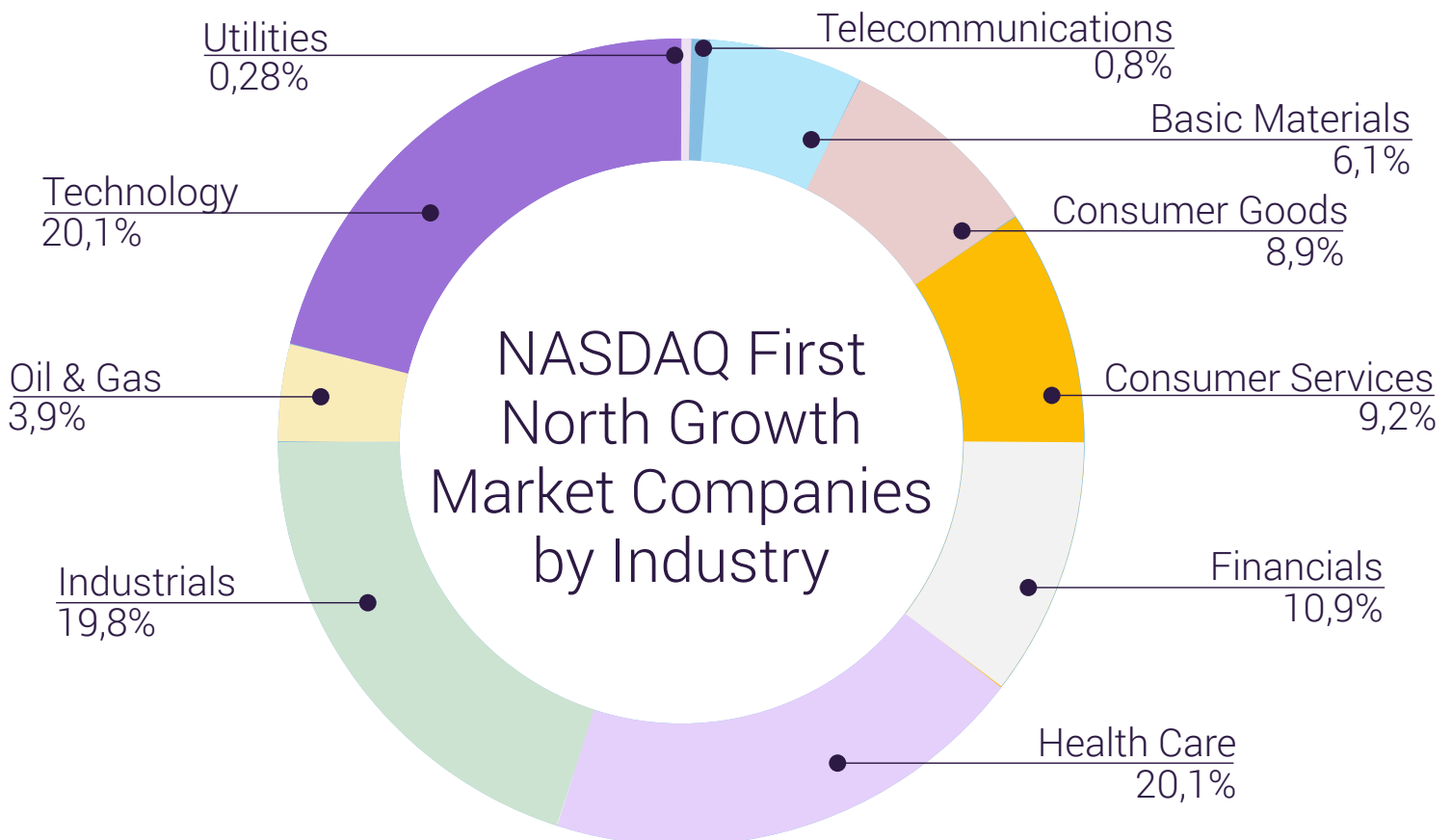
# CUSTOMER EXPERIENCE COMPARATIVE ANALYSIS



# INTRO

We compared industries with the general customer experience analysis to discover how industries perform. **This comparative analysis also gives individual companies a chance to benchmark themselves against the overall average in their industry**, instead of the whole Nasdaq Nordic First Growth Market.

We excluded companies in the Telecommunications and Utilities industries from comparative analysis in this section because the sample size is too small.



# EASE OF COMMUNICATION BY INDUSTRY

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We've examined how many tools companies use to communicate with their visitors, and how easy they make it to find these tools.

The consumer wants choice, but it also must be easy to find help when they need it.

## Steps Required to Make Contact By Industry

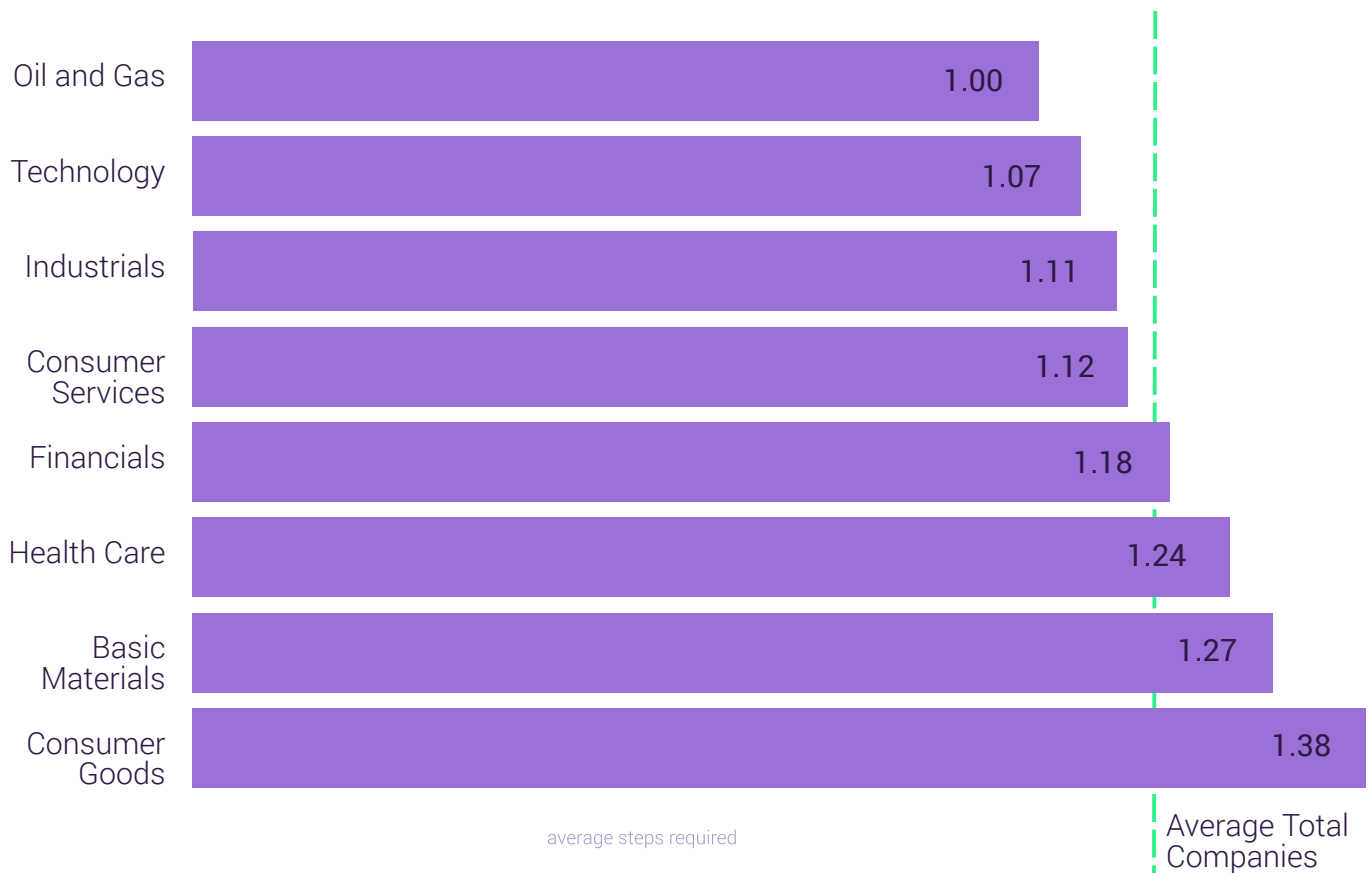
In the previous section, we examined the average number of steps required to contact each company. **Which overall industry is the easiest to get in touch with immediately?**

For comparison, we also include the total average for all companies studied in the Nasdaq First North Growth Market list.

## ***What's the best number of steps until a customer can contact a company?***

Ideally, 0 is the number to aim for here. Every extra step means it is potentially more difficult to contact your company.

## Number of Steps Required to Contact a Company

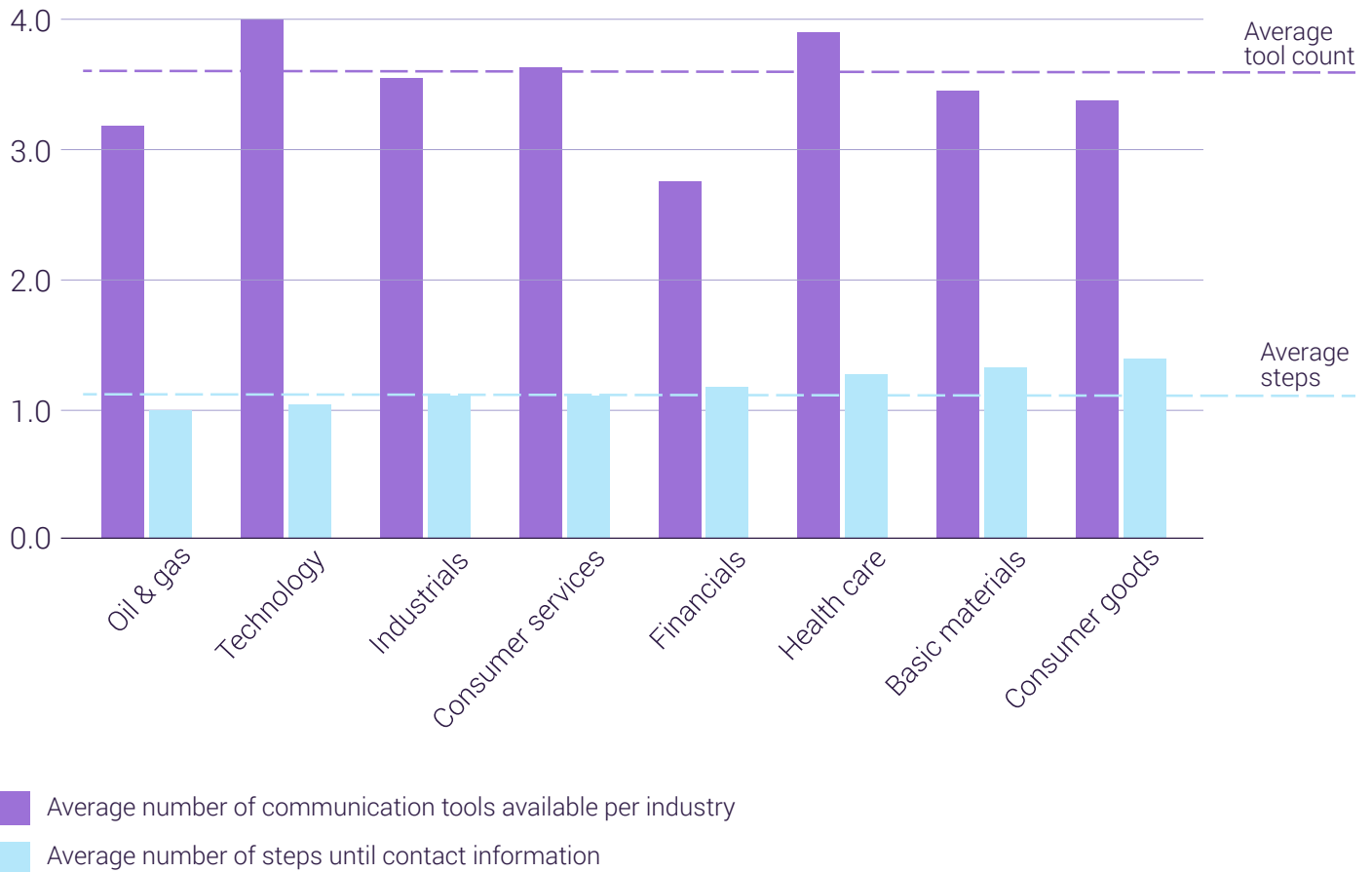


Companies from the Oil & Gas industry make it easiest to find contact information with 1 step on average, while Consumer Goods lose out with an average of 1.38 steps required to contact them.



# Comparing Communication Tool Quantity and Steps Required to Make Contact

Having hundreds of communication tools isn't enough. How quickly you can find them plays a big factor in customer experience.



Although Technology, Healthcare and Consumer services provide more options for getting in contact, companies in the Oil & Gas industry are much more likely to have their contact details quickly available for visitors.

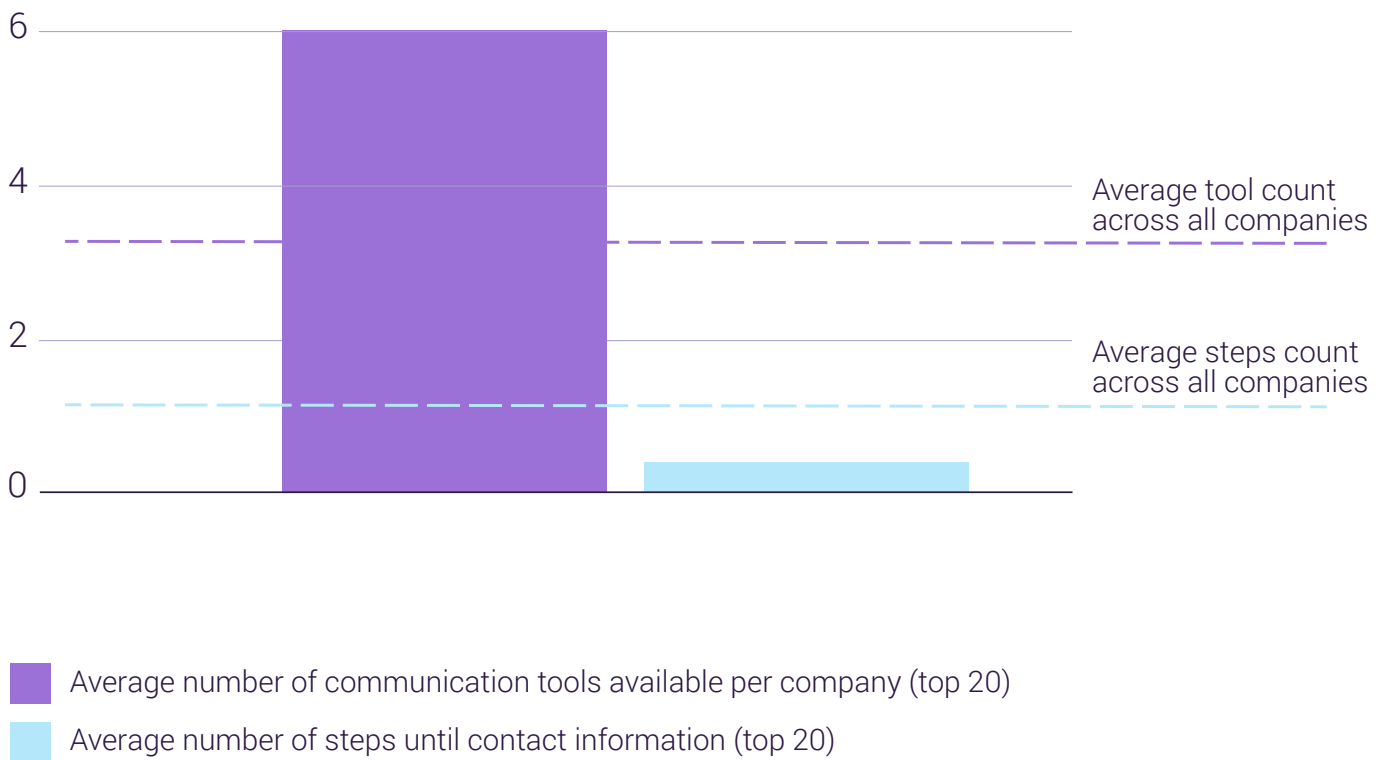
Healthcare places second when it comes to providing more contact options on their websites, but third to last when we consider how long it takes a customer to find those options.

# Top 20 Companies Comparison

When comparing the average number of communication tools with the steps required to take contact, the top twenty companies in this study give an overall benchmark.

Altogether, **the top twenty leverage an average of six tools** and it requires an average of 0.5 steps to reach the first one.

To compare, the average company studied uses 3.6 tools and it requires 1.8 steps to find the first communication tool.



# RESOURCE INTENSIVE VS. MOSTLY AUTOMATED COMMUNICATION TOOLS

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Automated, or self-service tools **are still not as popular** as more traditional contact methods.

Maintaining balance is critical between them, across customer experience and resource handling. Relying on one set or the other exclusively can diminish your ability to provide an optimum customer experience through all the touchpoints in a journey.

Focusing on traditional contact methods more than automated solutions can make your team too busy, handling every little request from a customer, which means less time is spent on more critical tasks.

Focusing on an automated solution alone will reduce pressure on your team, but it won't give you detailed insight into your communications the way a human-to-human approach does.

## Resource Intensive Communication Tools

These tools require daily maintenance by a human. They are used for direct human-to-human communication, and therefore for each conversation with a visitor, you need a human on your team to handle it.

Resource intensive tools we studied include:

- ▶ Phone
- ▶ Email
- ▶ Contact Form
- ▶ Live Chat

Focusing on traditional contact methods can make your team too busy, which means less time is spent on more critical tasks.

## *Asking the same thing again, and again...*

Regardless of the business or industry, 78% of visitor queries can be answered automatically, on average.

### **Mostly Automated Communication Tools**

No communication tool is set-and-forget. But Mostly Automated Communication Tools are the closest you'll come to it. They require some initial work at the beginning to build, but after that, **these tools only require a few hours of maintenance per week.**

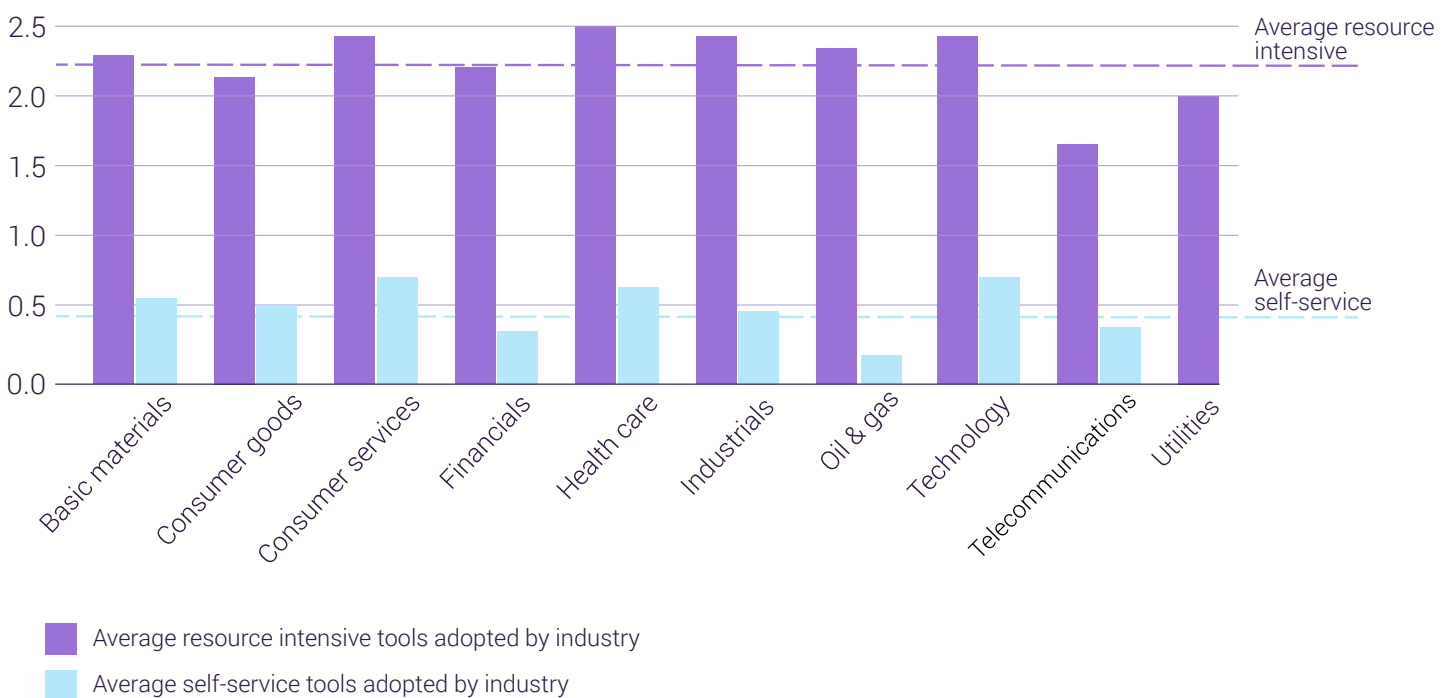
They are easy-to-find resources, where visitors can find answers to their questions by themselves. These resources typically cover the most common topics your visitors ask.

Mostly automated communication tools we studied include:

- ▶ FAQ
- ▶ Searchable Knowledge Function
- ▶ Chatbot

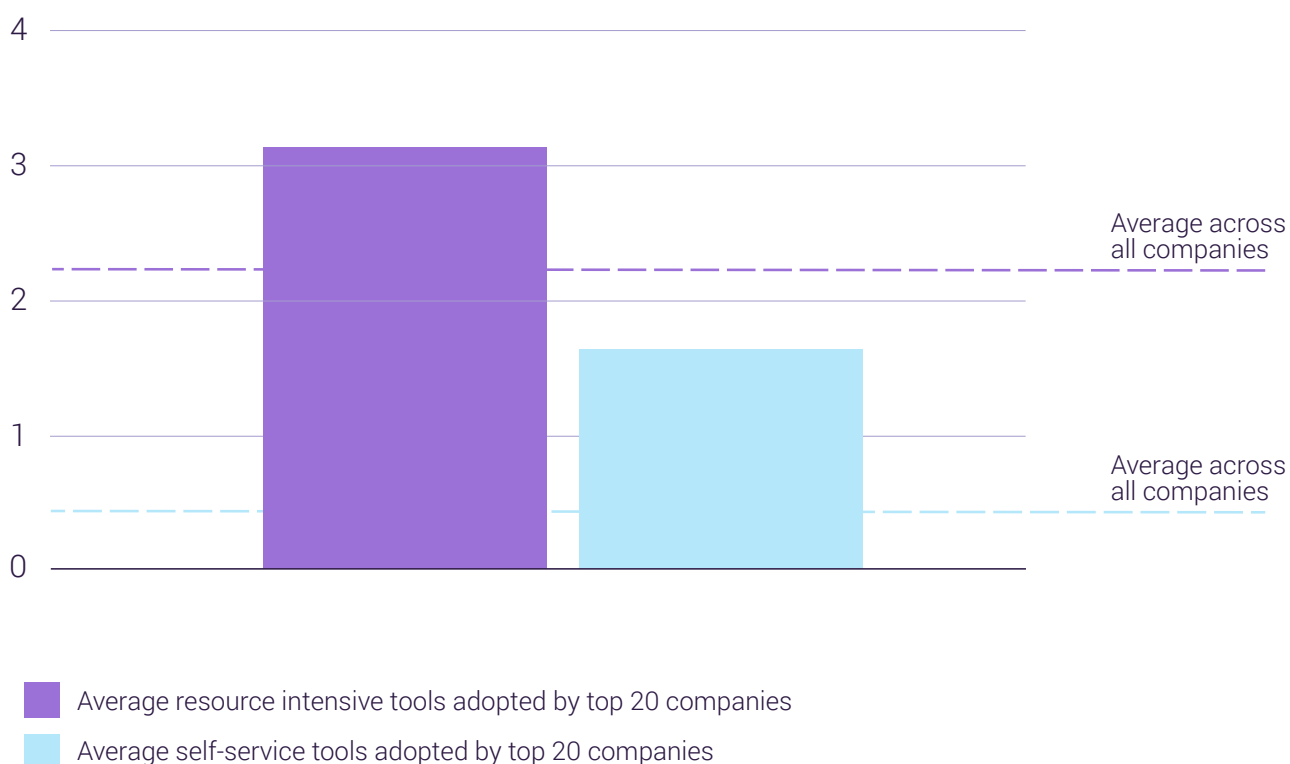
# Resource Intensive Tools VS Mostly Automated Tools: Comparing Adoption

Resource intensive tools must play a part in any communication strategy. It's clear that you should be open to personal contact from your potential customers, investors and current customers.



However, it also makes sense to leverage tools that help you deal with less urgent, or more common, requests for communication. A balanced approach between human and automated communication is commonly the most efficient way to provide a superior experience.

When compared to the Top Twenty Companies in the Nasdaq First North Growth list, it's clear that the top companies focus on having a ratio of about 2:1 when it comes to resource intensive versus mostly automated solutions.





***Did you know that..***

...chatbots can resolve a customer request in 2 seconds around 78% of the time.



SECTION FIVE:

# CONCLUSION





This report examined the overall performance of a company website when it comes to answering this question:

“Do I trust the company behind this website, can I understand their purpose immediately and can I contact them with a query easily?”

We answered these questions under the categories of **Trustworthiness, Recognisable Purpose and Ease of Communication.**

# TRUST

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Companies on the Nasdaq First North Growth Lists are mostly trustworthy. According to the data points, **you have a 6/10 chance of finding a website on the list trustworthy.** This is based on the average that only 40% of them display a clear, recognisable GDPR cookies notice, and that 87% of their websites feature a valid, trusted SSL certificate on a secure connection.

There is clearly room for improvement, especially when it comes to adhering to EU Privacy laws.

Remember to make sure your SSL certificates are up-to-date, and build a regular internal process to ensure this is checked regularly.

# PURPOSE

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Our researchers could understand a company's purpose within seconds of page load almost 4 out of 5 times. This needs to be higher. If you don't invest in communicating a clear and present purpose above the fold on your website, **why should anyone be interested in your company?**

About 10% of companies had an immediate pop-up when the page first loaded. This isn't necessarily a bad thing: context is everything. If your website uses a pop up on page load, make sure that it adds value to your customer's experience. Ensure it does not hinder their journey or ask for details without presenting a clearly attractive reason.

Subscribe to our newsletter on the first page load is not an attractive pop up. It asks something for nothing. A "30% off all purchases coupon" might be more valuable on page load.

# COMMUNICATION

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All companies have at least one communication tool featured on their website. This is the bare minimum. The ratio between resource intensive and mostly automated communication solutions is poor on average, and newer technologies like live chat and chatbots are underrepresented.

Phone and email are generally regarded as a “must have”. But time-saving tools in the mostly automated categories, that broadly cover your audience’s needs, are sound investments to make.

It’s 2020, and around 30% of companies on this list still don’t have a social media presence. Social media isn’t about being on a particular platform, **it’s about finding the right platform for your business and connecting with the audience that needs to be interested in you.**

Of companies that use social media, 85% of them use LinkedIn, a networking platform that helps you target and reach customers, investors and new talent based on their intrinsic connection with your specialty. LinkedIn isn’t necessarily the right option for your company, but it is an excellent indicator that there is a platform out there for you.

Find the community that helps your company move forward.

# COMPARATIVE ANALYSIS

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Strictly on points, **Technology is the best performing industry on average**. But a deeper investigation reveals that it's not a top performer across all fields.

For example, Technology companies tend to invest in more tools than Oil & Gas companies on average. But they also hide those tools more than an Oil & Gas company might. This gives the visitor greater choice, but makes it more difficult to find those options.

The ranking **top 20 companies in this report tend to invest more in tools that help them work more efficiently**. We see how they use resource intensive tools versus mostly automated tools at a ratio of almost 2:1.

The average ratio for all companies in the Nasdaq First North Growth list is around 6:1.

## ***Mostly Automated Tool Performance***

Chatbots can save 330 hours per month in human labour by automating visitor conversations.

# CONTRIBUTORS

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## Teemu Kinos

Teemu is the CEO of GetJenny. He is a Master of Science in International Business, graduating from the Turku School of Economics. Teemu has worked in branding and marketing, as well as founding two companies over the last decade.



## Mikko Rindell

Mikko has founded two marketing companies, with a profitable exit in one. He has over 11 years of marketing experience, consulting for top companies in Finland. He is the Marketing Director at GetJenny.



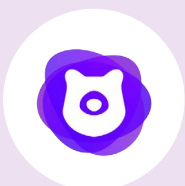
## Colm Ó Searcóid

Colm is a Content Marketing Specialist at GetJenny. He has over 7 years of experience building successful business-customer relationships, from grassroots community management in B2C to key account management in B2B.



## Anna Veselova

Anna is an Inbound Marketing Specialist at GetJenny. She has over 5 years of experience marketing for companies with a heavy focus on customer service.



## Aurabear Agency

Special thanks to Aurora Ho, Veronika Kozlyuk, Elina Kruskopa and Lynn Cu of Aurabear Growth Marketing Agency, who conducted much of the primary research involved in this study, and helped prepare the data points to be analysed in the study. Their combined experience in marketing, content and customer experience helped build this study.

# DATA SOURCES AND EDITORIAL VIEWS

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The majority of this document is based on primary research conducted by GetJenny and their partner researcher Aurabear on companies in the Nasdaq First North Growth Market list in May and June, 2020. Between the primary research and the publishing of this document, Verkkokauppa.com graduated to the main market, and Gate Ventures was removed from the list by Nasdaq Copenhagen as a disciplinary decision.

Statistics on chatbot performance and its effect on customer service is based on GetJenny's own customer data, and reports, articles and case studies previously published by GetJenny. Learn more about chatbot performance through our customer stories at <https://www.getjenny.com/customers>.

The views expressed in this report are based on the combined experience and learned knowledge of its writers and contributors in the field of marketing, customer experience and customer service.

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# LIST OF COMPANIES

This is a list of all 363 of the Nasdaq First North Growth Market companies we examined as part of this report.

24Storage	Auriant Mining	Conferize
2cureX	Avensia	Confidence International
AAC Clyde Space	Avidly Oyj	Copperstone Resources B
Aallon Group Oyj	Avtech Sweden B	Corline Biomedical
Absolent Group	Awardit	Cortus Energy
Acarix	aXichem A	Crunchfish
Acconeer	Axolot Solutions Holding	Curando Nordic
Acrinova	Ayima Group B	Cyber Security 1
AdderaCare	Azelio	Cyxone
ADDvise Group A	Bambuser	Danish Aerospace Company
Admicom Oyj	Bayn Europe	DDM Holding
Advenica AB	BBS-Bioactive Bone Substitutes	Delarka Holding
Adventure Box Technology	Bilot Oyj	Detection Technology Oyj
AFRICA ENERGY CORP.	BIMobject	DevPort B
Ages Industri B	Binero Group	Diadrom Holding
Agillic	Bio-Works Technologies	Diamyd Medical B
Aino Health	Bioservo Technologies	Dignitana
Akelius Residential Prop. D	Biovica International B	DistIT
Alcadon Group	Bonäsudden Holding	Divio Technologies B
Alelion Energy Systems	Botnia Exploration Holding	Dome Energy
ALLGON B	Bredband2 i Skandinavien	Doxa
ALM Equity	Brighter	Drillcon
AlzeCure Pharma	Bublar Group	Eezy Oyj
Alzinova	Byggmästare A J Ahlström H	Efecte Oyj
Amasten Fastighets	ByggPartner	Effnetplattformen
Annexin Pharmaceuticals	CAG Group	Ellen
Anoto Group AB TO 18	Capacent Holding	Embracer Group B
ArcAroma B	Cell Impact B	Enad Global 7
Arctic Minerals	ChromoGenics	Ealyzer
AroCell	Cibus Nordic Real Estate	Enersense International Oyj
Aros Bostadsutveckling Pref	Clavister Holding	Enersize
Artificial Solutions Intern.	Clean Motion	ENLABS
Asarina Pharma	Cleantech Building Materials	Enorama Pharma
Aspire Global	Clemondo Group	Enzymatica
Astralis Group	Climeon B	EOS Russia
Atari SDB	Clinical Laserthermia Syst. B	Erria
Atvexa B	Combigene	esoft systems

EWPG Holding	Hoylu	Liv ihop
ExpreS2ion Biotech Holding	HRC World Plc	Logistea
Faron Pharmaceuticals Oy	Hudya	Loudspring Oyj
Fastator	Hypefactors	Lyko Group A
FastPassCorp	I-Tech	M.O.B.A. Network
Fellow Finance Oyj	Iconovo	Mackmyra Svensk Whisky B
Ferroamp Elektronik	Impact Coatings	MAG Interactive
Filo Mining Corp	InCoax Networks	Maha Energy
Firefly	InDex Pharmaceuticals Holding	Mangold
Flexion Mobile	Infrea	Mantex
FlexQube	Inission B	Mavshack
Fluicell	Integrum B	MaxFastigheter i Sverige
Fodelia Oyj	Intervacc	Mentice
Fondia Oyj	Inzile	Midsummer
Footway Group B	Irisity	Minesto
Fram Skandinavien B	IRLAB Therapeutics A	Misen Energy
Frill Holding B	IRRAS	Modern Ekonomi Sverige Holding
FRISQ Holding	Isofol Medical	myFC Holding
Gabather	ISR Holding	Nepa
Gaming Corps	Italeaf SDB	Net Gaming Europe
Gapwaves B	IVISYS	NetJobs Group
Gasporox	iZafe Group B	Netmore Group B
Gate Ventures	Jetpak Top Holding	New Nordic Healthbrands
Generic Sweden	JLT Mobile Computers	
Genova Property Group Pref	Jobindex	Newton Nordic
Genovis	JonDeTech Sensors	Nexam Chemical Holding
Global Gaming 555	Kakel Max	Nexstim Oyj
Gofore Oyj	Kaldalón	Next Games Oyj
GomSpace Group	Kallebäck Property Invest	Niccoccino Holding
Götenehus Group B	Kambi Group Plc	Nilsson Special Vehicles
Greater Than	Kancera	Nitro Games
GreenMobility	Kentima Holding	Nordic Flanges Group
Guard Therapeutics Intl.	Klappir Grænar Lausnir B	Nordic ID Oyj
H&D Wireless Sweden Holding B	Klaria Pharma Holding	Nordic Iron Ore
Hampiðjan	Kollect on Demand Holding	Northbaze Group
Happy Helper	Konsolidator	NPinvestor.com
Hedera Group	Kontigo Care	Oboya Horticulture Indust. B
Heeros Oyj	Kopy Goldfields	Odico
Heimstaden Pref	Lauritz.com Group	Oncology Venture
Heliospectra	LeadDesk Oyj	Online Brands Nordic
Hemcheck Sweden	Leading Edge Materials Corp.	OrganoClick
Herantis Pharma Oyj	LIDDS	OssDsign
Hifab Group B	Link Prop Investment	Ovzon
Hövding Sverige	Lipidor	OXE Marine

Oyj Ahola Transport Abp A	Seamless Distribution Systems	Train Alliance Sweden B
Papilly	SeaTwirl	Transcendent Group
Paradox Interactive	SECITS Holding	Transtema Group
Paxman	Sedana Medical	Tre Kronor Property Investment
Pegroco Invest Pref	Seluxit	Trianon B
Pharmacolog i Uppsala B	Sensec Holding	Triboron International B
Photocat	SenzaGen	Unibap
PiezoMotor Uppsala	Senzime	United Bankers Oyj
Piippo Oyj	Serstech	Unlimited Travel Group
Polygiene	ShaMaran Petroleum Corp	Upsales Technology
Polyplank	Signatur Fastigheter B	Urb-it
PowerCell Sweden	Simris Alg B	Veg of Lund
Precio Fishbone B	Sivers IMA Holding	Verisec
Precomp Solutions B	SJR in Scandinavia B	Verkkokauppa.com Oyj
Prime Living	Skåne-möllan	Vertical Ventures
Privanet Group Oyj	Sláturfélag Suðurlands	Vertiseit B
Promore Pharma	Slitevind	Viafin Service Oyj
ProstaLund	Smart Eye	Vincit Oyj
QleanAir Holding	Solnaberg Property	ViroGates
QLife Holding	SolTech Energy Sweden	Vostok Emerging Finance
Quartiers Properties Pref	Sonetel	Waturu Holding
Raketech Group Holding	SpectraCure	Waystream Holding
Ranplan Group	SpectrumOne	WeSC
Realfiction Holding	Speqta	Westpay
Relais Group Oyj	Spiffbet	WIRTEK
Remedy Entertainment Oyj	Sprint Bioscience	Xintela
RLS Global	Stayble Therapeutics	XMReality
Rush Factory Oyj	Stille	Zaplox
S2Medical B	Stillfront Group	ZignSec
Safeture	Storytel B	Zinzino B
Saltängen Property Invest	Surgical Science Sweden	Zutec Holding
SaltX Technology Holding B	Svenska Aerogel Holding	Zwipe
Samhällsbyggnads i Norden Pref	Swedencare	
Savosolar Oyj	TagMaster B	
Saxlund Group	TalkPool	
ScandBook Holding	Tangiamo Touch Technology	
ScandiDos	TC TECH Sweden	
Scandinavian ChemoTech B	Tempest Security	
Scandinavian Enviro Systems	Teqnion	
Scape Technologies	TerraNet Holding B	
Scibase Holding AB BTU	The Lexington Company	
Scout Gaming Group	Titanium Oyj	
Sdiptech Pref	Torslanda Property Investment	
Seafire	Tourn International	

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