

Corporate News

MediaMarktSaturn honored for high level of customer orientation

MediaMarktSaturn won the "Experience Design" category at the "Customer Centricity World Series Awards". The "Service Design" working method used and the resulting successes of the consumer electronics retailer, which among other things, enables an improvement in the customer journey and customer satisfaction, were evaluated and honored.

Ingolstadt, 23 May 2023

With the term "Experience Electronics", MediaMarktSaturn is repositioning itself as a retailer of technological products, services, and attendances to an even greater extent and focusing on the customer experience, the seamless customer journey across all channels, and personal advice. But how do you manage that? Only with a cross-divisional team effort. The Customer Intelligence, Experience, and Care department plays a central role in this, using the "Service Design" method to manage projects with interdisciplinary teams. For this, they have now been honored with the Customer Centricity World Series Award, in which more than 90 international jurors evaluated over 210 submissions and awarded the winners for outstanding customer experience initiatives. Two further final placings for MediaMarktSaturn in the categories "Customer Insights & Feedback" and "Customer Experience Team" rounded off the success.

In what is known as a "Service Design Sprint," the teams at MediaMarktSaturn use data and other insights such as mystery shopping, customer surveys, or web analyses to localize potential for improvement or wholly new processes, for example, in the customer journey. Interdisciplinary teams from the stores, category management, IT or HR departments work closely with the customer experience teams. The problem is analyzed holistically, and concrete CX action plans with prioritized measures are developed. Following successful implementation, the corresponding measurement of success also falls within this area, for example, with the Net Promoter Score (NPS) to determine customer satisfaction.

This holistic and agile method of collaboration has already enabled the Customer Experience Team to complete numerous projects successfully. Among other things, it has established the Click & Collect Express (online ordered articles can be picked up from the store within 30 minutes), improved the repair offers in the



stores, introduced the purchase of used technology with a trade-in offer in the stores, and also designed and implemented special training courses for employees. The Net Promoter Score (NPS), currently at a record high of 53 points (up 5 points on the previous year), confirms that these projects have also increased customer satisfaction, among other things, and that MediaMarktSaturn is on the right track towards a successful future.

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retail company for consumer electronics and related services. As part of its strategic realignment, the company is now redefining this category: MediaMarktSaturn is using the term "Experience Electronics" to describe its repositioning and, at the same time, the range of services it offers its customers. With its portfolio of formats and brands, the electronics retailer is focusing on customer experience and personal advice. 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, claiming market position 1 or 2 in eight European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 50,000 people and is majority-owned by CECONOMY AG. The company's sales amounted to around EUR 21.8 billion in fiscal year 2021/22, with online sales accounting for around a quarter of this figure. With 2.2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. For more information, visit www.mediamarktsaturn.com. (Data as of 30 September 2022)

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