

A panoramic view of Budapest, Hungary, at sunset. The Danube River flows through the center, with the Hungarian Parliament Building prominently featured on the right bank. The sky is filled with dramatic, dark clouds illuminated by the low sun, creating a warm orange and yellow glow. In the foreground, the red-tiled roofs and green trees of a hillside are visible.

JÖVŐNK BÜNEI

INTERNET HUNGARY 2017





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**THINK
POSITIVE
BE POSITIVE**

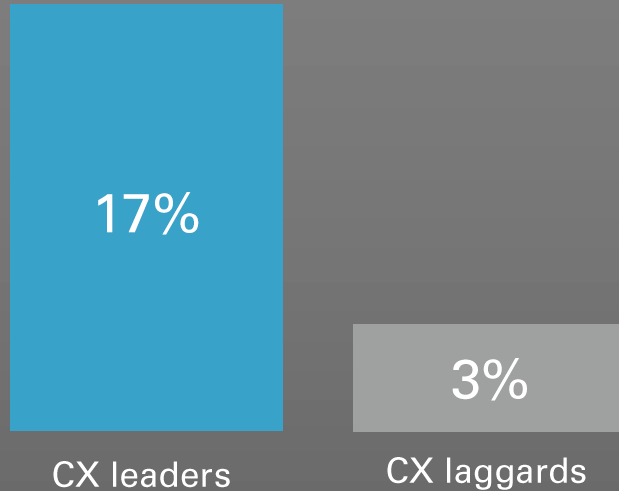
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BRANDS | CUSTOMER EXPERIENCE

CUSTOMER EXPERIENCE | MARKETING

CUSTOMER EXPERIENCE | BUSINESS

Compound average revenue growth,
2010 to 2015



CX leaders
grow revenue
faster than
CX laggards.

Source: Jun 21, 2016, Customer Experience Drives
Revenue Growth. 2016 Forrester report
forrester.com/cxindex

FORRESTER®

CUSTOMER EXPERIENCE | COMMERCE

COMMERCE | SHOPPING

SHOPPING | THE LAST MILE

THE LAST MILE | MY EXPERIENCE

BRAND | COMMERCE

DIGITAL | COMMERCE

DIGITAL | COMMERCE

amazon go

amazon go

**NO LINES. NO CHECKOUT.
(NO, SERIOUSLY.)**

NO LINES.
NO CHECKOUT.

NO LINES.
NO CHECKOUT.





SAFETY

DESIGN

PERFORMANCE

CHEVROLET V-SHOWROOM

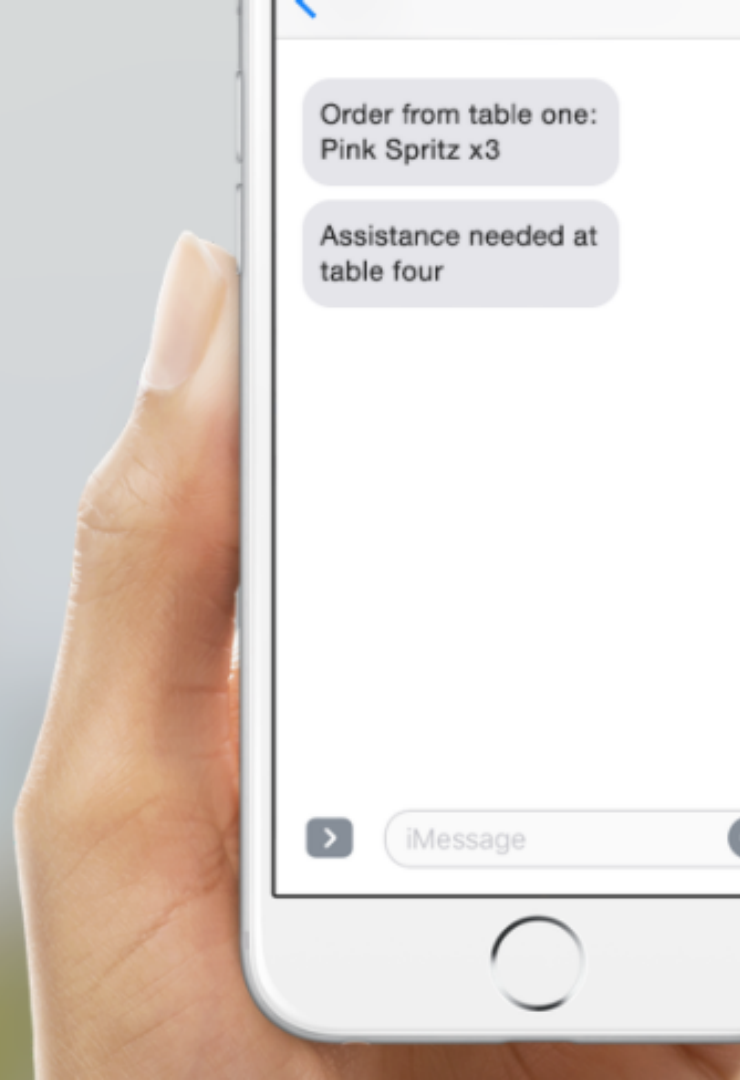
A MIXED REALITY DEALERSHIP EXPERIENCE

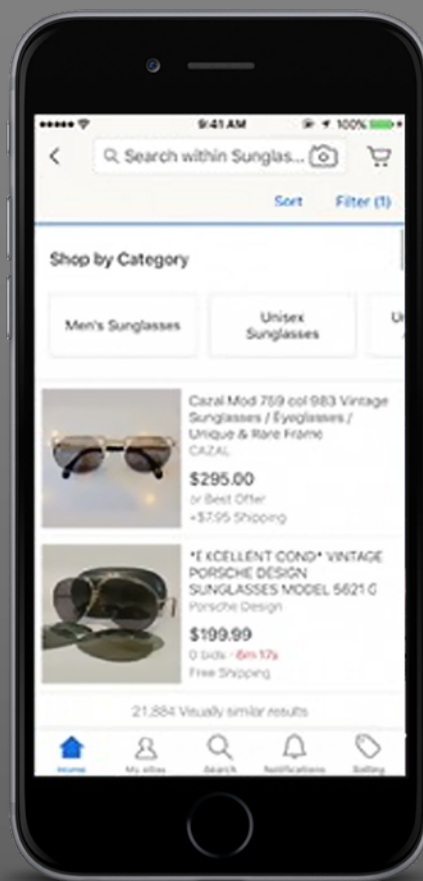


Voice
NOW
NEXT
FUTURE

Voice Innovation Speaks Volumes

Diageo





DIGITAL-DRIVEN | CX

DIGITAL | TRANSFORMATION

DOING DIGITAL | BECOMING DIGITAL

KÉSÉBEN VAGY? | „MARADJ IS!” - SZERETŐ VERSENYTÁRSAD

BESZÉLJÜNK RÓLA!

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