



Meglio**Questo**

Customer interaction company

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EUROPEAN MIDCAP EVENT

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At a glance

MeglioQuesto is one of the leading Italian player in the **Customer Experience** sector taking care of customer acquisition and customer management for **40 top tier customer** specialized in the provision of services.

It is specialized in the integrated offer of services and processes aimed at management of customers through three main integrated channels:



DIGITAL

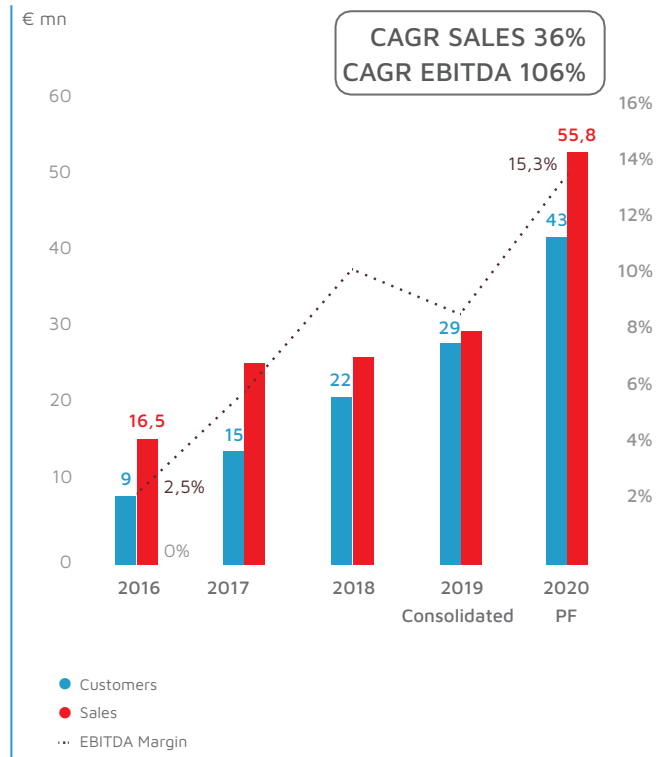
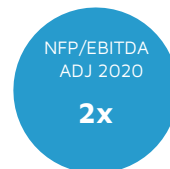


HUMAN

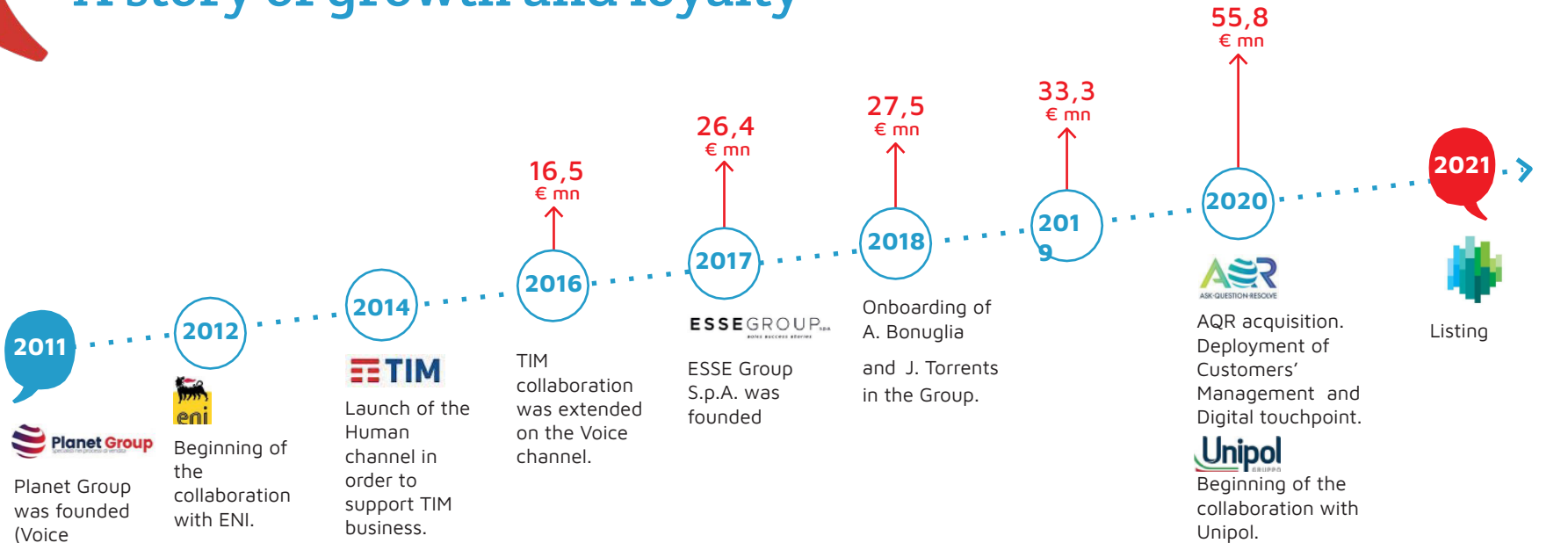


VOICE

In the last 5 years, thanks to a planned process of growth by external lines, the Company has quadrupled its turnover: **Revenues + 36% CAGR, year-end 2020 € 55.8 million reached; EBITDA + 106% CAGR, year-end 2020 € 8.5 million reached with an Ebitda margin over 15%** and customer loyalty close to 100%.



A story of growth and loyalty



CUSTOMER ACQUISITION

Services offered to leading companies in telco, multiutility and finance & insurance sectors with the aim to acquire new customers through an integrated multi-channel platform.

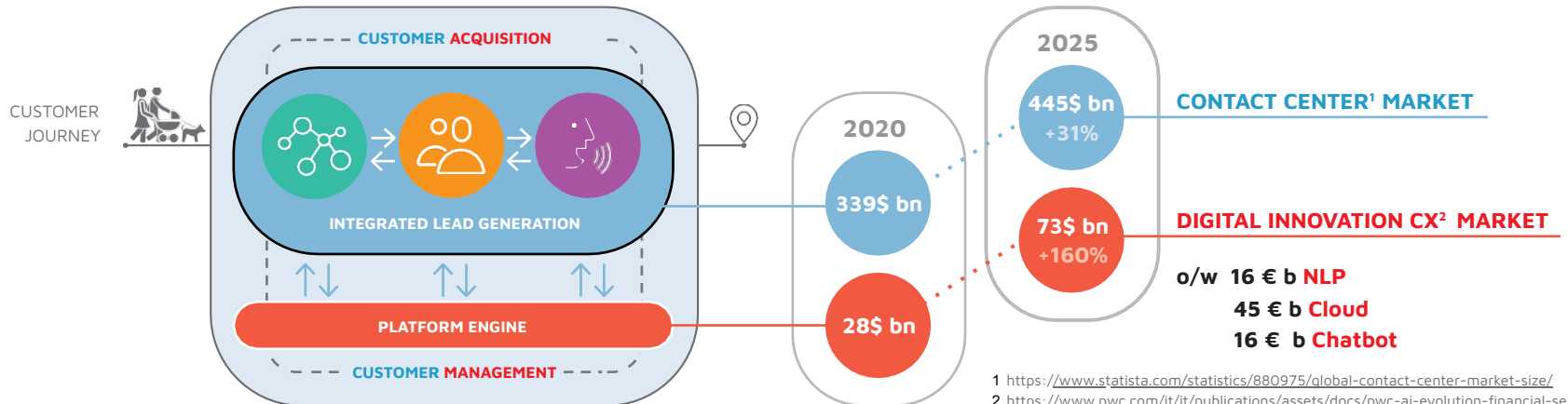
CUSTOMER MANAGEMENT START

Advisory and management of the customer base, with a progressive specialization in finance & insurance sector characterized by high margins and a higher value-added service.

Customer experience / Management market

A MARKET EXPERIENCING GROWTH AND INNOVATION

- The Customer Management Experience (**CXM**) is the process of **acquiring and retaining** customers.
- Communication model is today more **dynamic and interactive**: it is based on **customized, on-demand and instant communications** through different channels.
- It's a kind of **advanced CRM**, whose purpose is to **collect and manage** the companies' processes **to measure and organize** interactions with final customers, during the whole life process.
- **CXM** has two different souls: one represented by the **contact centers**; the other one by the **digital technologies** such as **AI/NLP and Cloud**.



1 <https://www.statista.com/statistics/880975/global-contact-center-market-size/>

2 <https://www.pwc.com/it/it/publications/assets/docs/pwc-ai-evolution-financial-services.pdf>