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# Executive summary

## 89,000



This year's customer experience excellence (CEE) survey considers the views of more than 89,000 customers on their experiences with brands across 25 markets.



The CEE score for each brand is derived via a weighted average of its score for each of the six pillars:

**Integrity**



**Time & effort**



**Resolution**



**Personalization**



**Expectations**



**Empathy**



## TOP 5



The top five brands were Emirates Airline, IKEA, Carrefour, Vox Cinemas and Abu Dhabi Commercial Bank (ADCB)



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Emirates Airline ranked first in the UAE CEE 2022 survey for the second consecutive year, leading in all six CEE pillars

## 8/20



Among the top 20 CEE rankings, the leading sector in the UAE this year is non-grocery retail, including brands like IKEA, Amazon and Marks and Spencer. With eight brands among the top 20, the sector has proved the value of accelerating digital transformation to improve engagement with customers.



Our research highlights that high-performing businesses build their cross-functional teams, processes and technology around a clear understanding of the customer and marketplace, delivering a meaningful customer experience

## 66%



KPMG research shows that 66% of customers plan to make more sustainable or ethical purchases in the next six months, and employees, investors and other stakeholders are equally, if not more, resolute



The UAE has witnessed an intensifying focus on ESG and rapid disruptive adoption of advanced technologies such as artificial intelligence and robotics in the last two years



Our survey found that the increasing number of customers discovering the ease and convenience of online shopping during the pandemic has also driven the adoption and penetration of e-commerce