



## Essential Aspects Of nordic destination

These days, promotion has become a popular marketing strategy used by both corporate houses and small businesses for the purpose of image building and increasing business revenues. Companies and business houses now arrange seminars, conferences, trade shows, product launch parties and such other events to promote their products and services. With such events taking place, they need a proper planning and management for the smooth execution of the event as per the company's standard, which requires an appropriate event management company. People as well as companies and organizations these days, due to lack of time, hire professionals from event management companies to take the responsibility of organizing the program. [nordic-destination.com/mols-bjerge/trehoeje](https://nordic-destination.com/mols-bjerge/trehoeje) offers excellent info on this.



The event manager of the company not only organizes the event but also perform various activities to make the affair unique and memorable. They take the task of creating and promoting the event by selling tickets online, sending invitations to the target audience via emails and creating pages on various social networking sites such as Facebook, Twitter, Google+, etc. From the start till the end, the event planner will keep you informed about the status of the program and will help you in identifying your target audience for the program. In fact, [event management company](#) plans an appropriate event keeping in mind the target audience and their expectations. They do a detailed research of the different brands and create event models accordingly.

Event management companies also provide interesting functionalities and features for the online promotion of the event in a unique and creative manner. Personnel of the companies

take the initiative of informing the attendees about the program using customized emails. They also allow the organizer to add up logos and graphics related to their program and attract more attendees towards the event and offers you with the flexibility of managing, reviewing, adding or deleting any information online, which can be easily viewed by the attendees.

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## TELL US



The leading company offers various types of tours that include Religious, holy Land and Jewish worldwide. If you are planning a tour to 7 churches of Revelation, then look no further than the leading company. They offer different types of traveling packages including escorted, catholic, Jewish, Leisure, Colonial Mexico, spacial, Protestant, Myanmar and various other tours as per your needs and demands. They operate in Israel out of its own offices and in other countries.

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## CONTACT INFO



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# INFOGRAPHIC

# 2018

# CUSTOMER EXPERIENCE TRENDS....

## The Year of Humanity



With all of the discord and tension throughout the world Temkin Group believes that it's a good time for all of us to refocus on what's most important, our collective humanity. That's why Temkin Group is calling 2018, "The Year of Humanity"

Here are 15 trends that Temkin Group expects to see play an important role in customer experience (CX) activities in 2018

### 1 Metrics

#### Reexamination

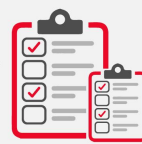
Companies will revamp and reconfigure their underperforming CX measurement programs.



2

### Customer Feedback Pullback

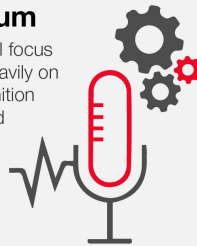
Companies will cut back on the number of customer surveys and focus their data collection on areas where they are prepared to take action.



3

### Voice Recognition Momentum

Companies will focus much more heavily on speech recognition for insights and interfaces.



4

### Brand Promise Alignment

Companies will undergo projects to clarify or redefine the meaning of their brand and explicitly articulate their customer promises.



5

### Experience Design Orientation

Design-oriented projects and efforts will increase as companies try to internalize experience design capabilities.



6

### Customer Journey Expansion

Companies will realign their metrics, analytics, experience design, and innovation around customer journeys.



7

### Digital Integration

Companies will take the next step to digitation by building (and analyzing) experiences that tie together digital channels with contact centers and physical locations.



8

### Chatbot Rationalization

The short-term hysteria for chatbots will subside, but a longer-term wave of new AI-based applications will emerge.



9

### Persona Popularization

Design personas and behavioral segments will become an even more mainstream tool.



10

### Analytics Expertise Shortage

Companies will aggressively recruit limited analytics experts and invest in retraining and retooling internal employees to fill this role.



11

### Preemptive Problem Resolution

Service organizations will apply predictive analytics to find use cases where they



12

### Newly Energized Executives

More senior leaders will jump on the customer experience bandwagon with an unrealistic sense of



cases where they can proactively resolve and avoid customer issues.

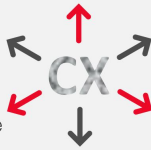


unrealistic sense of what it takes to drive success.



### 13 Customer Experience Dispersion

The term “customer experience” will continue to be misused and its meaning will become increasingly diluted.



### 14 Emergence of “People and Culture”

There will be a dramatic jump in the number of efforts that are explicitly focused on creating customer-centric culture.



### 15 Empathy & Emotion Dialogue

In “The Year of Humanity,” we expect to see executive agendas actually contain the words “emotion” and “empathy” on them.



To see more information on these trends, go to  
**TopCXTrends.com**

For more information, visit the *Customer Experience Matters*® blog at [ExperienceMatters.wordpress.com](http://ExperienceMatters.wordpress.com)

[www.temkingroup.com](http://www.temkingroup.com)

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GROUP  
When experience matters

## TOP QUOTES

“There is time for everything”

**Thomas A. Edison**

“I demolish my bridges behind me...then there is no choice  
but to move forward”

**Firdtjof Nansen**

“Nothing can bring you peace but yourself”

**Ralph Waldo Emerson**

“The worst thing you can try to do is cling to something  
that is gone, or to recreate it”

**Johnette Napolitano**

You cannot step twice into the same river, for other  
waters are continually flowing on”

**Heraclitus**

“Happiness does not depend on outward things, but on the  
way we see them”

**Leo Tolstoy**

“The art of living lies less in eliminating our troubles than  
in growing with them”

**Bernard M. Baruch**

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