



PRESS RELEASE /Mölnådal, 20 March 2018

KAPPAHL'S NEW CUSTOMER SERVICE OFFERS FULL SUPPORT ACROSS ALL CHANNELS



KappAhl has launched a new central customer service hub for all sales channels and markets. Their task is to develop a full service offering for customers across all channels.

“Nowadays, our customer wants to be able to shop faster and more efficiently. By making employees available wherever and whenever the customer chooses, we are helping with that,” says Charlotte Katz, Head of Digital & Unified Retail at KappAhl.

KappAhl's new customer service department, Customer Experience Support, will become the company's customer contact hub, available by phone, live chat, e-mail, Facebook, Messenger and Instagram and across all of the fashion chain's markets.

“We are investing in employees who are able to see the bigger picture with regard to customer interactions and the service we can offer. They can inspire and guide the customer through our assortment and trends, and offer assistance with everything from stock status and returns rules to bonus points and different delivery options,” recounts Kristin Bohman, Head of Customer Experience Support at KappAhl.

KappAhl's Customer Experience Support speaks the local languages and has generous opening hours, based on when the customers are most active – from 8:00 to 22:00, seven days a week for Sweden and Norway. Initially, opening hours for Finland and Poland will be from 9:00 to 18:00 (10:00–19:00 local time in Finland). Customer Experience Support will also shortly offer a personal shopping service.

KappAhl, founded in 1953 in Gothenburg, is a leading fashion chain in the Nordic region, with 370 KappAhl and Newbie stores in Sweden, Norway, Finland, Poland and the UK, together with Shop Online. KappAhl's business concept is to offer its own line of affordable fashion to a wide range of consumers. Today, 53% of the company's products are sustainability-labelled.

In 2016/2017, company turnover was SEK 4.9 billion, with approx. 4,000 employees across ten countries. KappAhl is listed on Nasdaq Stockholm. For more information, visit www.kappahl.com.

For more information

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