



## Forrester Announces The EMEA Recipient Of Its 2024 Customer-Obsessed Enterprise Award

May 15, 2024

*Nedbank Retail and Business Banking to be recognised at CX Summit EMEA*

LONDON--(BUSINESS WIRE)--May 15, 2024-- Forrester (Nasdaq: FORR) today announced that [Nedbank Retail and Business Banking](#) is the winner of its Europe, Middle East, and Africa (EMEA) 2024 Customer-Obsessed Enterprise Award. The award recognises organisations that are putting customers at the centre of their business strategy to accelerate growth. Nedbank Retail and Business Banking will be honoured at [CX Summit EMEA](#), being held in London and digitally, 24–26 June, 2024.

The bank has been selected as the winner for investing in, designing, and delivering a robust customer obsession programme that helps people across the organisation collaborate, focus on what matters most to customers and make CX improvements systematically.

“We congratulate Nedbank Retail and Business Banking for winning Forrester’s Customer-Obsessed Enterprise Award in EMEA,” said Martin Gill, vice president and research director at Forrester and host of CX Summit EMEA. “Nedbank Retail and Business Banking is a prime example of how, by nurturing a customer-centric culture that puts customers at the centre of leadership, strategy, and operations, businesses can drive growth, profitability, customer retention, and employee engagement.”

Forrester Customer Obsession Award recipients will share their success stories at CX Summit EMEA, a leading event for [CX](#), [B2C marketing](#), and [digital](#) leaders to learn best practices and receive actionable advice.

### Resources:

- [Register](#) to attend Forrester’s CX Summit EMEA event.
- View the [full agenda](#) and [speakers](#) for CX Summit EMEA.
- Members of the press interested in attending, please contact [press@forrester.com](mailto:press@forrester.com).
- Check out the Forrester Decisions services for [Customer Experience](#), [B2C Marketing Executives](#), and [Digital Business & Strategy](#).
- Follow [@Forrester](#) and #ForrCX for updates.

### About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We help leaders across technology, customer experience, digital, marketing, sales, and product functions use customer obsession to accelerate growth. Through Forrester’s proprietary research, consulting, and events, leaders from around the globe are empowered to be bold at work — to navigate change and put their customers at the centre of their leadership, strategy, and operations. Our unique insights are grounded in annual surveys of more than 700,000 consumers, business leaders, and technology leaders worldwide; rigorous and objective research methodologies, including Forrester Wave™ evaluations; more than 100 million real-time feedback votes; and the shared wisdom of our clients. To learn more, visit [Forrester.com](#).

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