



*Press release 30 May 2014*

## **Clas Ohlson has been awarded Best Customer Experience 2014**

**Clas Ohlson has been awarded Best Customer Experience 2014 at the Nordic eCommerce Summit in Stockholm earlier this week.**

The jury's motivation for the award Best Customer Experience 2014 is: "Clas Ohlson ensures the customer has a positive experience throughout the whole purchasing process and with its knowledgeable staff it is a pleasure to shop there."

"The great result achieved by Clas Ohlson is an accomplishment in such a tough survey. It is also encouraging to see a traditional offline-commerce do so well with its e-commerce", says Louise Ahokas at Nordic eCommerce Knowledge, organiser of Nordic eCommerce Awards.

"It is of course tremendously rewarding to receive such an acknowledgement. For us at Clas Ohlson the customer interaction and customer service is a priority and something we work with daily in all our sales channels, stores as well as e-commerce", says Clas Ohlson's EVP Peter Jelkeby.

The Best Customer Experience is determined by a so-called Mystery eShopper-survey which is being performed on 100 Nordic websites. Clas Ohlson scored the highest points in the survey which includes 400 measuring points. Being judged are website, marketing and customer service.

For further information, please contact:

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*Clas Ohlson was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, the company is trading in five countries offering outstanding service via its over 180 stores, web shop, catalogue and telephone sales channels. Clas Ohlson helps its customers solve every day practical problems with a wide range of affordable products in five product areas: Hardware, Electrical, Home, Multimedia and Leisure. The company is listed on the NASDAQ OMX Nordic Exchange, has sales of approximately 6.7 billion SEK and over 4,300 employees. For more information on Clas Ohlson, please visit [www.clasohlson.com](http://www.clasohlson.com).*



*Catrin Folkesson, Head of E-commerce Clas Ohlson  
Alexander Van Riesen, Acting Head of E-commerce Clas Ohlson*

*Photo: Camilla Svensk*

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