

Digital Leaders Study 2021

This research includes 390 companies across seven industries in seven European countries. It assesses the companies maturity in digital customer interaction in four dimensions: digital marketing, digital product experience, e-commerce and e-CRM. The research is conducted outside-in, from a customer perspective, and is based on 239 objective criteria. The rating scale goes from 0-5 where 0 = failed, 1 = poor, 2 = sufficient, 3 = good, 4 = very good, and 5 = outstanding.

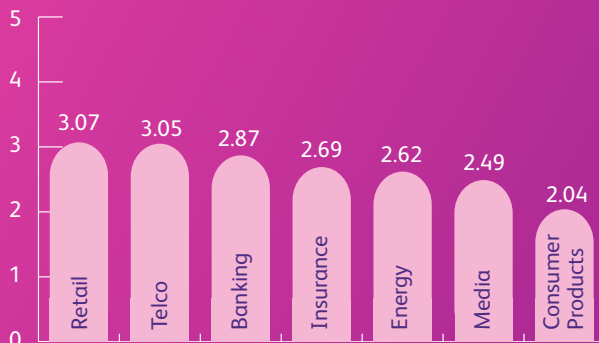
Performance by Dimension



Top ten digital leaders

	Company	Score	Company	Score	
1.	Coolblue (Netherlands)	3.90	6.	Telecom (Italy)	3.59
2.	Bol.com (Netherlands)	3.83	7.	Telenor Norway (Norway)	3.58
3.	Hunkemöller (Netherlands)	3.76	8.	Meny (Norway)	3.58
4.	Telia Norway (Norway)	3.75	9.	Ocado (UK)	3.56
5.	HEMA (Netherlands)	3.59	10.	Elkjøp (Norway)	3.56

Performance by Industry



Performance by Country

