

Questback establishes in London as next step in European expansion

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As a leading software company in the Nordics for experience management Questback is now establishing a local presence in the UK. The aim is to quickly take a leading position in the British market. Aniket Athalye, who has been headhunted to lead the development, sees enormous potential in both the market and the product.

– All companies will need an insight solution in the future and the Covid-19 crisis has just reinforced that need as many companies choose to work by a hybrid model when they return to the offices. When coworkers are spread out it requires new ways of creating engagement and communicating, says Aniket Athalye, Head of New Sales UK & IE.

Today companies are aware of the increase in expectations from customer and employees, and the benefits of listening to them in order to deliver great experiences. There is however a gap between collecting data and generating insights.

– Many companies are using surveys without acting upon the insights. Creating survey after survey without a clear goal doesn't lead you anywhere, but it creates room for businesses like Questback. We do things differently from other companies in the industry, our focus is insights and not data. It is not about generating more numbers without understanding what you can do with the information, says Aniket Athalye.

Questback's European expansion is driven by local presence, and being able to find and recruit local top talent has been a priority.

– The UK is a key market in our European expansion and being able to recruit talent such as Aniket to our team shows to the strength of the Questback offering as a product as well as an employer, says Christian Egger, VP New Acquisition

– During my career I haven't come across any company that has existed for so long and still acts as quickly as a Start-up. Questback has the possibilities that come with a start-up but the same infrastructure and processes in place as a mature company. In addition, the focus is very clear, i.e. the customer, says Aniket Athalye, Head of New Sales UK & IE.

With an already strong portfolio of UK based customers, the company sees the local establishment in the UK as the next step in growing the market while also strengthening current relationships.

The company has since its listing on Euronext Growth in August 2021 actively pursued an agenda for organic growth and opened for acquisitions of companies in the same industry.

Questback is a leading provider of SaaS solutions for employee and customer feedback. The company was founded in 2000 and was listed in August on the Euronext Growth exchange in Oslo. Find out more about Questback at [Questback.com](https://www.questback.com).

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