

# Nederlandse Expert Groep NV in Consumer Appliances (Netherlands)

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## Abstracts

Expert Groep aims to set exceptional service standards for its customers, including the successful transformation of its stores in the Netherlands to the Expert 4.0 concept. Expert 4.0 is its new shopper experience and involves gradually converting every Expert outlet into a comfortable store which gives customers the opportunity to taste, smell and touch. With the stores located in residential neighbourhoods, Expert's consumer-centric approach has paid dividends as the company recently...

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