



*Press release*

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## **Norwegian tech company enters into cooperation with one of Sweden's largest insights agencies**

**The Norwegian tech company fluxLoop has entered into a cooperation with Origo Group in Sweden. This opens up new markets, while also expanding the existing offerings to existing and new customers.**

Origo Group has the greatest insight into the public sector in Sweden, while fluxLoop holds a strong position in mobility, retail and smart city in Norway. Together, the companies will be able to deliver comprehensive insight by linking behavior and movement data to (business) development and as the basis for decision making.

- Our collaboration with Origo Group means that we will be able to offer our services in the Swedish market more quickly, which is an important focus area for us, says Ulrik Prøitz, CEO, fluxLoop.

By integrating fluxLoop's technology, Origo's customers will be able to perform surveys directly in their customer apps. The end customer receives a push notification on their mobile and can easily answer questions in real time based on the customer's physical position. This type of survey has been shown to increase the response rate, provide more authentic answers, and be a positive experience for the end customer. The advantage was especially seen during the Covid-19 pandemic when the presence of physical interviewers was not possible.

- This new and modern platform will be able to link behavioral data with attitude data, such as enabling questions to be asked to passengers on a specific bus, people who are near or inside a shopping mall, or to visitors in a particular restaurant or amusement park, says Lena Lovén, Business Developer, Origo Group. - Data collection via mobile phone is timely and a great supplement to on-site interviews.

- The combination of Origo Group's expertise and experience, with fluxLoop's technology and big data analyses, has already shown customer value in joint deliveries in Sweden. We look forward to being able to offer valuable and concrete data to a larger market with our collaboration, Prøitz concludes.

**For more information please contact:**

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Oslo-based fluxLoop uses their developed technology to gain qualitative and quantitative insight into human movement and behavior. This data can be used to understand customers and their needs when creating a better customer journey, as well as making choices in business development.

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Origo Group has supported companies and the public sector in Sweden with insight and decision-making material for over 20 years. They aid in creating real change and give communities and organizations better conditions for driving development within the entire business.