

## **Questback launches InsightLab and appoints Astrid van den Brink Erlandsson VP Professional Services**

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Over 1600 European organizations already choose Questback in their pursuit of deeper understanding of employee and customer experiences. With the addition of professional services through InsightLab, Questback seeks to supercharge these experience management programs while deepening existing customer relationships and opening for new possibilities.

To head up this effort, Questback is now joined by Astrid van den Brink Erlandsson as VP Professional Services. Astrid brings 20 years of experience in customer and employee feedback management through previous roles at Kantar, GfK, HM, Effactory and latest as Chief Services Officer at Netigate.

“I think that Questback is in an exciting phase with great potential, and I believe we have identified a great opportunity in the market to complement Questback’s already strong technology with a layer of professional services. When we add services, we strengthen the relationship with our customers and become even more of a partner in understanding where insights from feedback can have the largest impact for them.” Says Astrid van den Brink Erlandsson.

Already three people strong, the newly formed InsightLab team is expanding in connection with strong customer demand.

“We are off to a great start with strong interest from our current customers as well as new ones and several projects already underway. We are actively looking for new members to the team to build out our capabilities as well.” Says Astrid van den Brink Erlandsson.

Having recently established offices in Berlin and Amsterdam, Questback is pursuing a growth journey in Europe through a combination of deeper relationships with current customers and new market opportunities.

“Talking to our customers, we know that professional services from Questback has been highly sought after. Having the privilege of attracting talent such as Astrid to the team to execute on this makes me confident that we will be able to deliver a completely new level of service to our customers.” says Saeid Mirzaie, CEO of Questback.

*Questback is a European leading provider of SaaS solutions for employee and customer feedback. The Company was founded in 2000 and listed in August 2021 on the Euronext Growth exchange in Oslo. Find out more about Questback at [Questback.com](https://questback.com).*

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