

WELCOME TO

THE AI & CX HYPE BUBBLE

JUNE 11–13, ZURICH



The Making of Capptoo Group

From Idea to Impact –
2015 to 2025

SCREVER INFORMS DECISIONS.
CAPPTOO DRIVES ACTIONS.
KIWANO APPLIES EXPERIENCE.



Christian Fillinger Ph.D.

Founder of Capptoo
Screver | Oncology
Compass | Kiwano



- PhD in Finance / MBA
- 25Y+ experience in **launching digital products & platforms**; various Startups; IPO
- Founder/CEO of **Capptoo AG** — #1 Swiss Digital Marketing Agency for Life Science
- Founder of **Screver CX/EX** — #1 Global Voice of Customer & Employee Platform
- Co-Creator of **Oncology Compass** — #1 Practice changing cancer research platform
- Loves bubbles, wine & skydiving

CFO & CMO Consulting?!?

Background: 25+ years in finance, consulting, marketing. One IPO, several SaaS expansions.



Combining **extensive network** + experience in **launching digital products & platforms**; various Startups; IPO

Sincera; PhD in Finance / MBA

Tanja Palm –
Co-Founder of
Capptoo, and First/Nr 1
employee we had



The Christmas Conversation

December 2015: Christian and Tanja start planning. Early 2017: Capptoo is born. Zurich office, secondhand chairs, and a list of dream clients.



Zweifel & Assepro – Proof of Concept

Early clients. Financial optimization for Zweifel.
Full web and EX/CX for Assepro. Results built
trust.

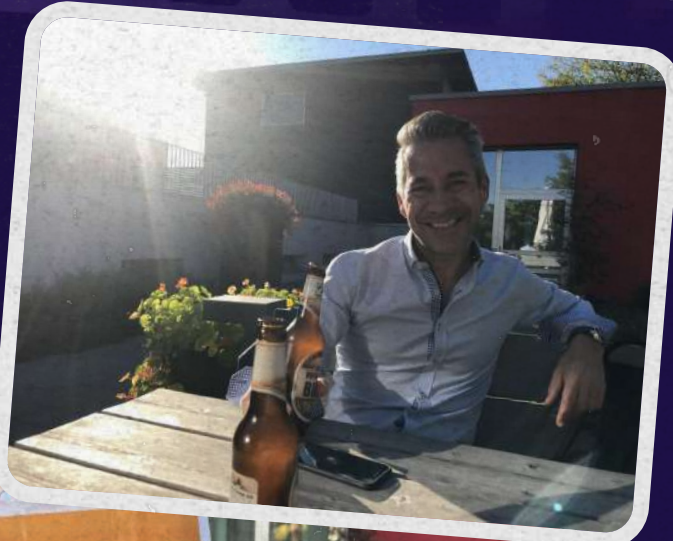
*Some goodies from
the Zweifel workshop
to keep us inspired*



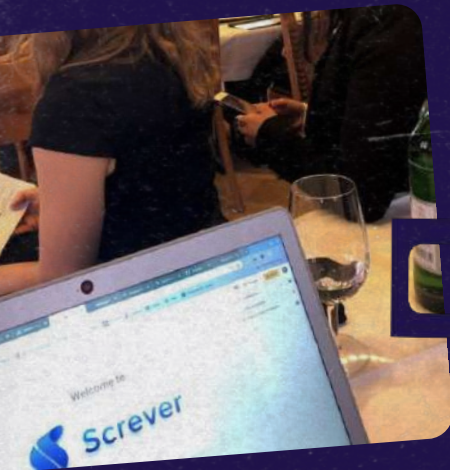
The most popular snack
in switzerland



Expert insurance risk
management



The Birth of Screver – June 13, 2018



26. March 2019

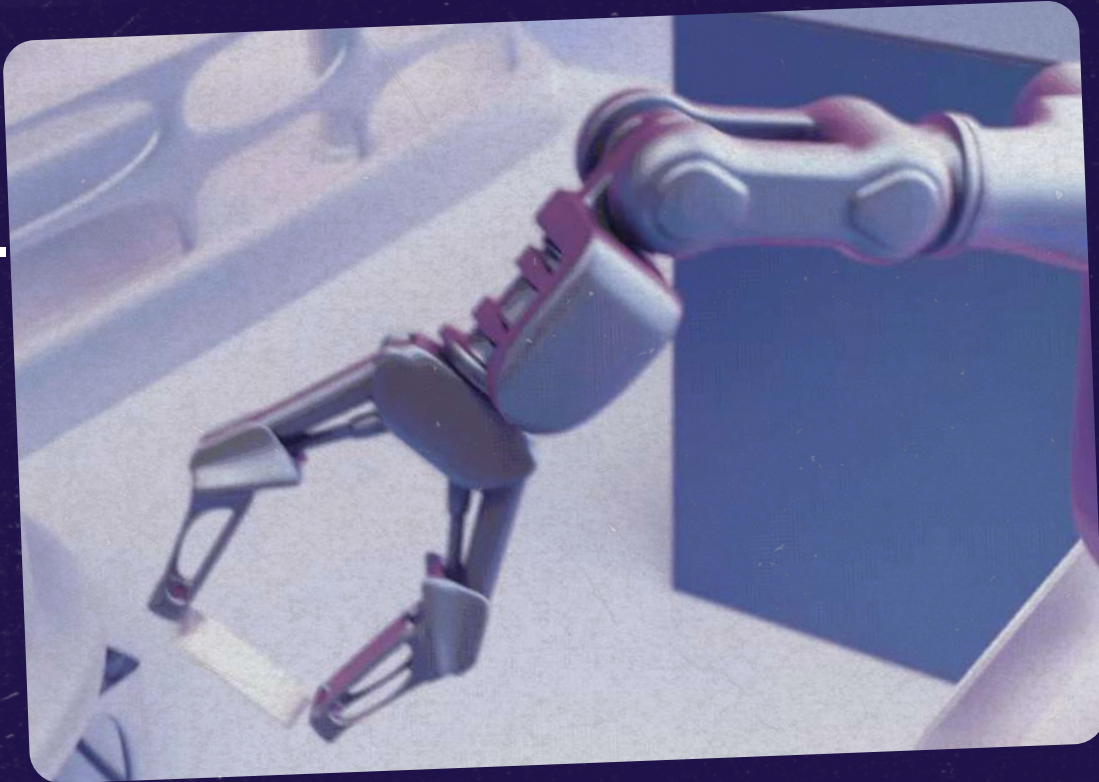
200,000+ hours of development.

Designed for speed, insight, and action.

First launched with Glacier Express.

Entering Pharma – and Delivering Big

Different language, high standards, high stakes. One business unit, one market. **We over delivered – and opened the door to 20+ leading pharma clients.**



Doing a PhD While Building a Business

Not the smartest decision, but it worked.
Christian finishes his PhD while growing
the agency.



*Because sleep is for
amateurs :)*

Pandemic Reality – and Resilience

In Vietnam, one week, Lucerne with MSD the next.
COVID changes everything. But we were ready.

*Anyone needs very-well made
branded Capptoo mask?
We got some left...*



COVID: The Digital Leap



We didn't slow down. We grew. Clients needed us. Our team was already virtual. This was our moment.

When the War Hit – We Didn't Run

Team members affected. Business paused. We helped relocate families, supported staff. This almost killed the company.



Out of Crisis – Stronger Culture

Remote teams, co-working trips, above-market salaries, Champagne tastings. We invest in our people like no one else. Team is everything!



*Hard work is our default -
but we never forget to take
a break and celebrate*



Culture is Everything



Travel. Trust. Ownership. We build companies we'd want to work for. And people stay because they feel it.

From FMCG to Insurance to Tourism to Pharma to to Utility to Government Scaling Capptoo & Screver



*Diving into ideation for an
upcoming project with a
major Pharma client*

Screver spreads fast. From Glacier Express to Novartis to Europa-Park to EWZ. Research, feedback, action – same engine. 600+ projects.



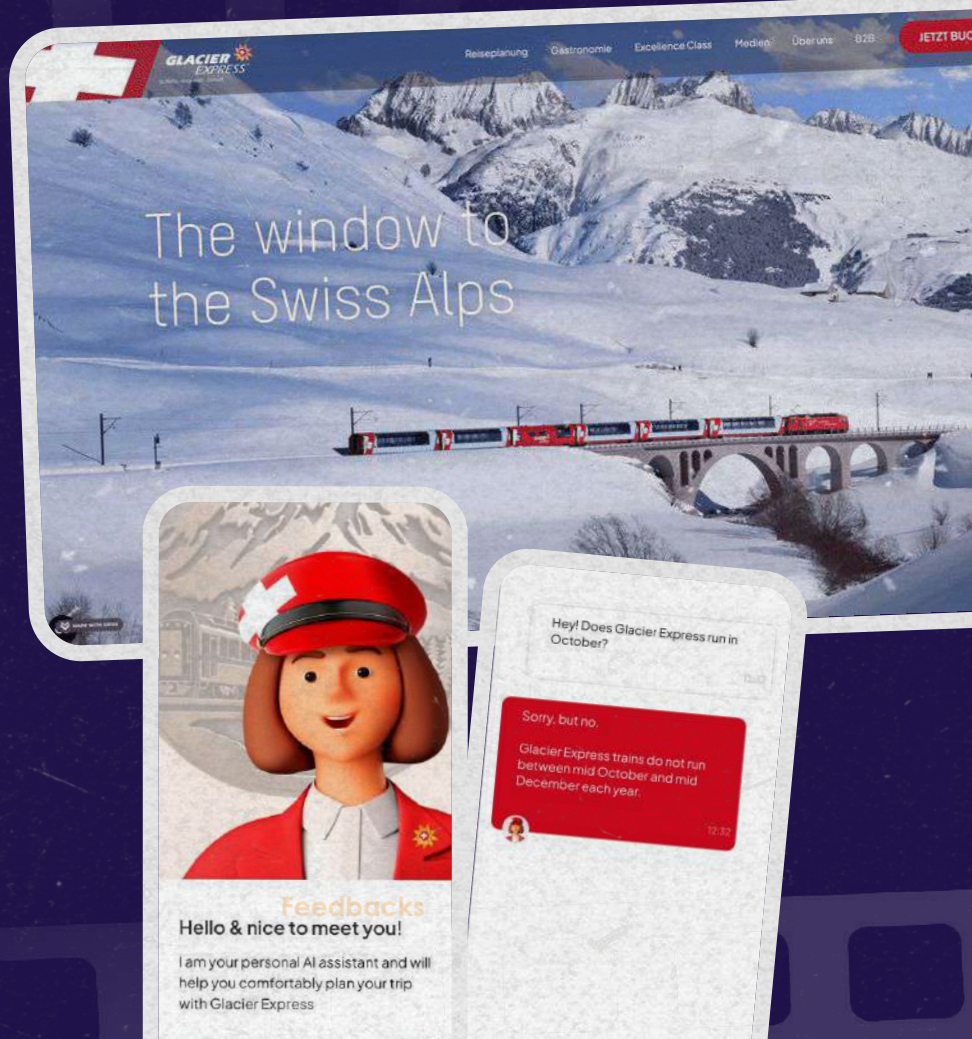
Low-hanging fruit



St. Moritz – Andermatt – Zermatt

Digital Experience Design for Glacier Express

- ✓ Engaging and user-friendly website
- ✓ Interactive route exploration
- ✓ AI chatbot for travel assistance
- ✓ Tailored features for B2B clients
- ✓ Powerful backend with EvolveCMS integration



Low-hanging fruit

EUROPA  **PARK**

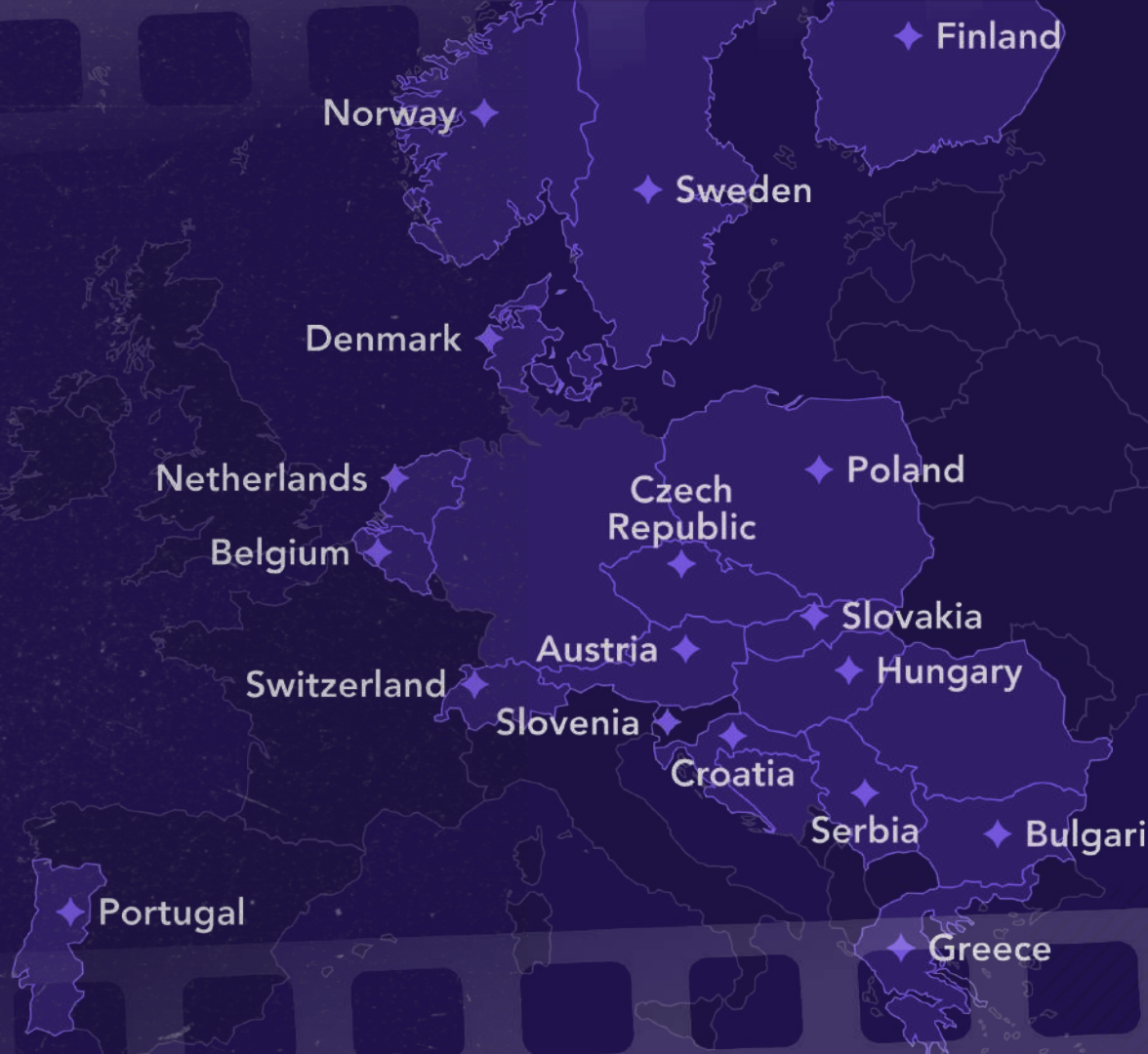
Customer Satisfaction Improvement

VoC solution designed to provide deep, real-time understanding of guest satisfaction, preferences, and experiences.



Pharma Global Rollout – 70 Market

Screver rolled out globally. Beat Qualtrics and Medallia head-to-head. Why? Speed, simplicity, design, industry expertise.



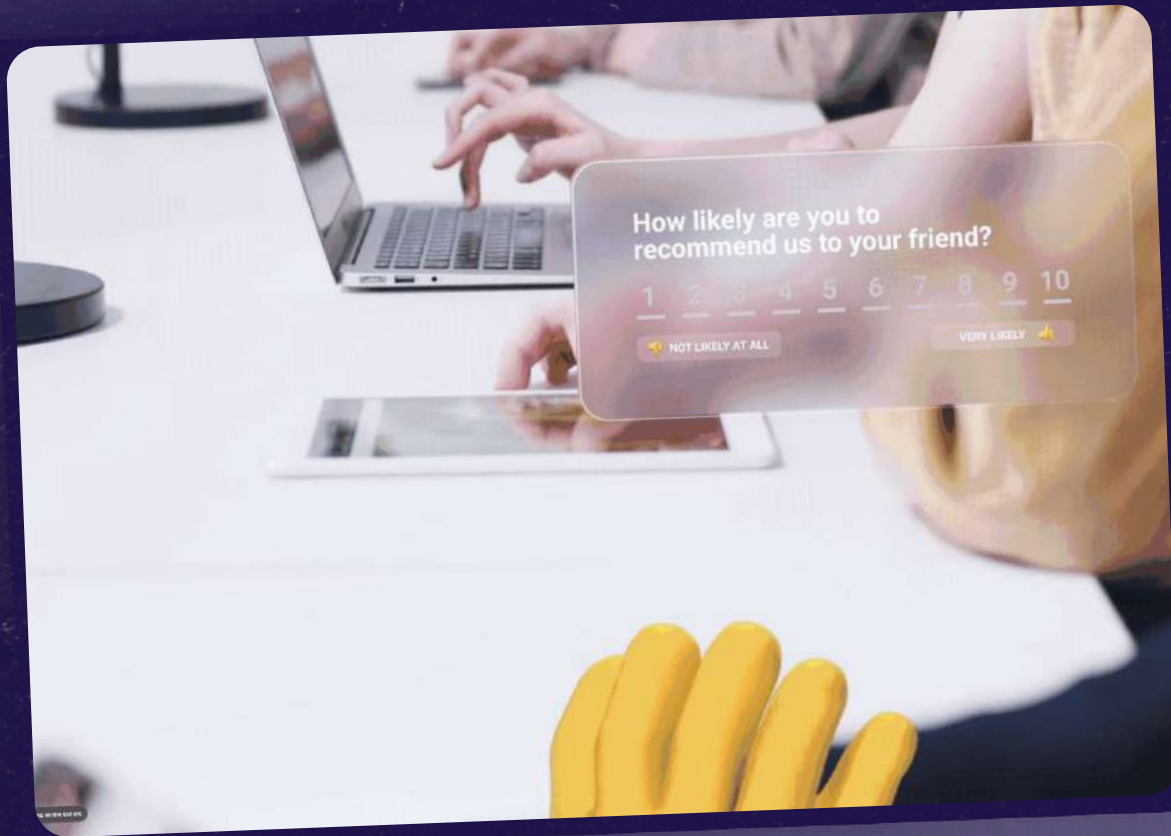
Beating the Giants – Again

First public tender win: EWZ. Screver wins on merit and agility – again against the biggest names.



What do we do. Sets us Apart.

No ancient tech. 'Thinking' - about
'Experiences'. **We inform decisions**
(Screver) and drive action (Capptoo).
Fast. Real. Impactful.



We Don't Just Listen. We Improve Outcomes. And Experiences.

Lead gen to deal close – we analyze and optimize at every stage. Insights that perform.

Running a collaborative session with the client



Screver Informs Decisions. Capptoo Drives Actions.

The perfect loop. Feedback becomes growth.
That's the power of our platform + people.



*A shared project by
teams at Capptoo
and Screver*



One Group. Many Ideas.



Capptoo, Screver, Kiwano, Oncology
Compass, Greetsy – and more in the
making. Smart software, smarter strategy.

CX in Real Life – The Kiwano Experiment

We bought a beauty salon. Why? To feel the employee and customer experience firsthand. Real-life insights = better tools.



Why we're here

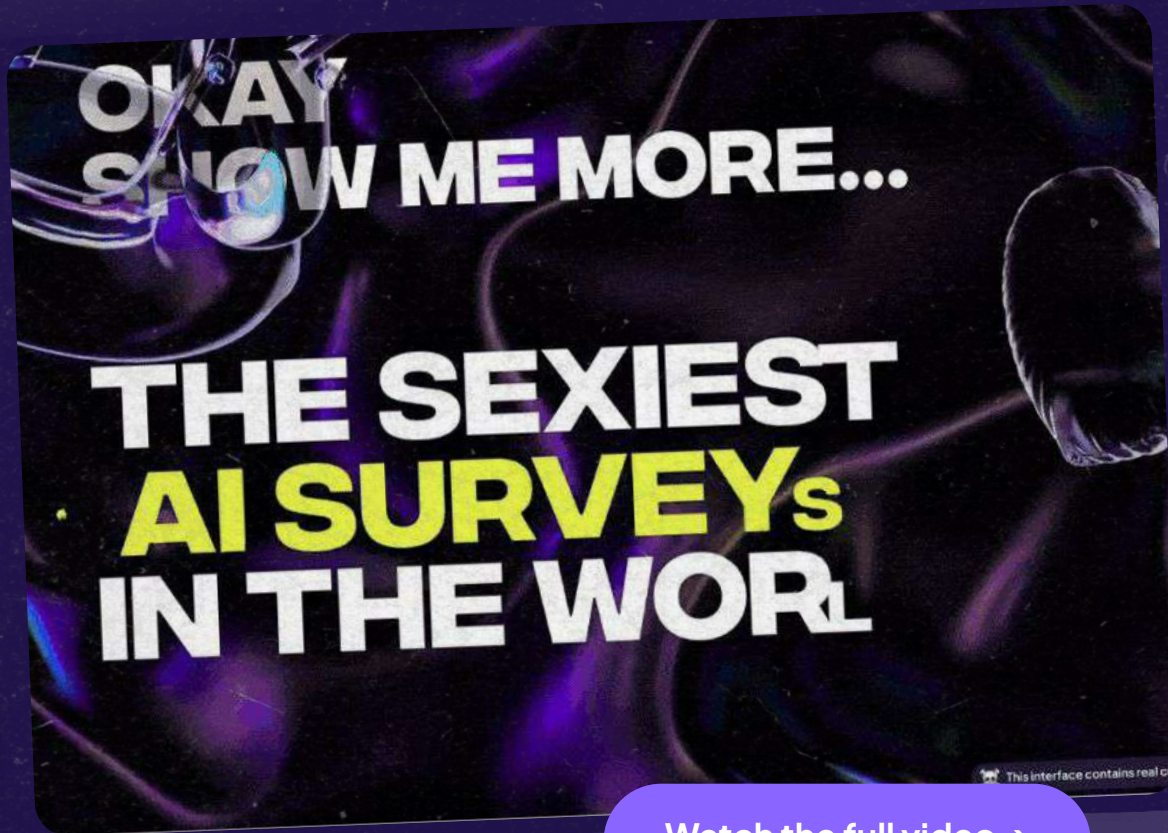


A decade of building, learning, surviving and scaling – in all directions. This is the journey of a different kind of group.

We're Just Getting Started

AI, personalization,
new ventures.

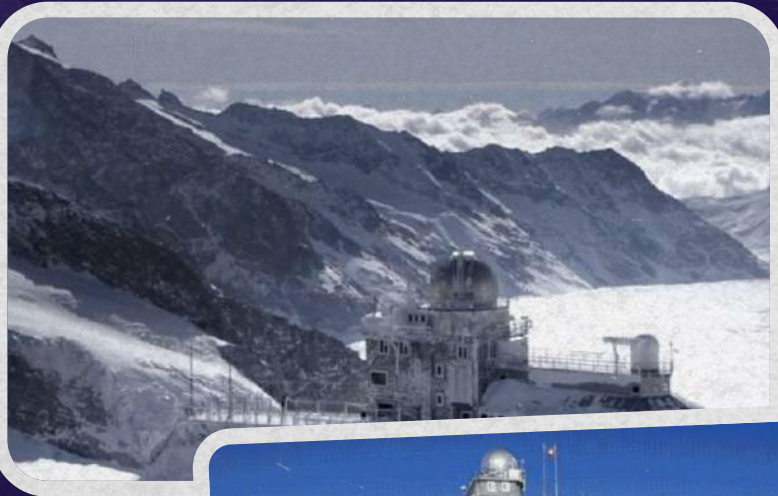
The next 7 years will be
even bolder.



[Watch the full video →](#)

JUNGFRAU
TOP OF EUROPE

New Kid on the Block



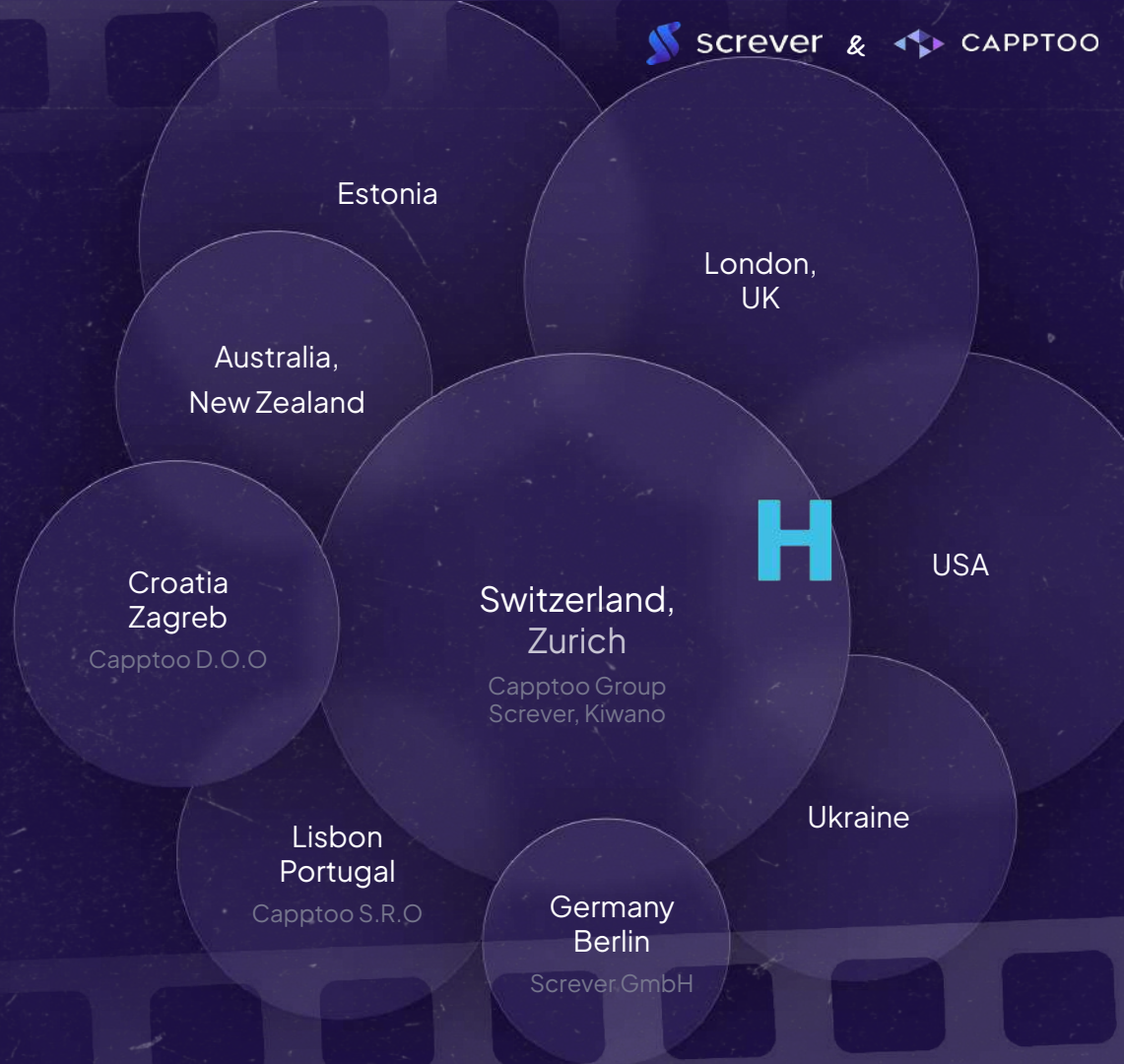
Danke. Let's Talk.

Open the floor for questions or
transition to next speaker.



From Zurich to the World

Active in 70+ markets, global teams, local understanding. Real reach. Real results.



THE TRUST OF MARKET LEADERS

ewz



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GRAND CASINO
BADEN

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 NOVARTIS


PHARMA

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LONZA

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Zero fluff.
Always focused
on impact.

Over 600+ projects
delivered





Agentic AI



Integrations



Chat



Webcast



Veeva
approved
Email



SFMC
Marketing
Email



Websites



Events



F2F



Calls



Social Media



Low-hanging fruit

Congresses / Event feedback



Advanced

Awareness Campaigns / Knowledge Checks

Tal med din læge om HPV

Du kan ikke se det. Du kan ikke mærke det. Men du kan let få det.

MSD

MSD

screever & CAPPTOO

ELTERN MÜSSEN AUCH MAL NEIN SAGEN.

HPV gaat ons allemaal aan. Op elke leeftijd. Niet alleen kinderen

WEITERE INFORMATIONEN →

Bestimmte HPV-Typen können Krebs verursachen

MSD

MSD

AT-GSL-00265, erstellt 11/2021

Du kan ikke se det. Du kan ikke mærke det. Men du kan let få det.

MSD

DK-NON-00893, 24-nov-2021

Feedback Without Action is Useless

Everything we build is made to trigger better outcomes and superior experiences.

That's the Captoo difference.

