

Creating a KPMG Connected Customer Enterprise

Are you realizing the full value of your omnichannel approach?



Seamless interactions are vital for every customer engagement

Getting closer to customers requires much more than channel harmonization and integration. Single- and multi-channel initiatives are a start, but they're not enough. In fact many organizations are finding that even a cross-channel strategy isn't generating acceptable ROI. That's why high-performing organizations are investing in an architecture of capabilities that aligns people, operations, systems and processes around the customer to capture business value.

What is truly required to deliver a connected customer experience?

At KPMG, we've identified eight critical capabilities that every organization needs in order to evolve its omnichannel credentials and transform into a KPMG Connected Customer Enterprise.



The value of a KPMG Connected Customer Enterprise



It's a challenge to continually meet customer expectations in a way that's profitable. Organizations that under-deliver lose profit, those that over-deliver lose revenue. The right capabilities can help organizations rapidly drive profitable growth and capture the greatest possible value.

Our research shows that organizations with these capabilities are **2X** as likely to see greater overall success.¹

75% report that the experience they provide customers exceeds expectations.¹

48% cite satisfactory achievement across customer experience and execution on business objectives.¹

Four pillars, eight capabilities, many advantages

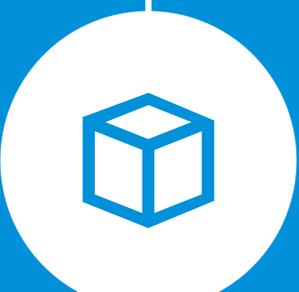
The eight capabilities fall under four key pillars of experience expectations.



Brands

They must be seen as trustworthy, attractive and differentiated in order to draw and retain customer attention.

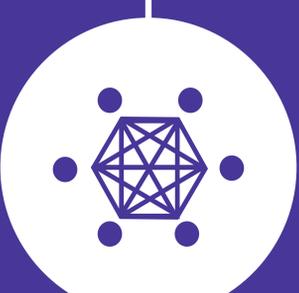
1. Product, pricing and customer strategy
2. Experience centricity



Products and services

They must be relevant, transparent and consistent.

3. Responsive supply chain
4. Partnerships, alliances and vendor management



Customer interactions

They must be personal, seamless and frictionless to accumulate micro experiences that add value.

5. Advanced data and analytics
6. Technology architecture and enablement
7. Seamless commerce



People

They must be truly customer-centric – knowledgeable, reliable and empowered to make the intended experience a reality.

8. Organizational alignment and people capability

Organizations with these eight capabilities enjoy:

89% **Better customer retention**
89 percent of customers retained, compared to 33 percent for companies with weak omni strategies.²

7.5% **Lower annual per-customer contact costs**
7.5 percent year-on-year decrease compared to 0.2 percent for laggards.²

9.5% **Higher annual revenues**
A 9.5 percent year-on-year increase, instead of the average 3.4 percent.³

30% **Greater customer lifetime value**
Customers who purchase both at physical locations and online have a 30 percent higher lifetime value than those who use only one channel.⁴

Visit kpmg.com/us/customeradvisory to discover how you can join them.

¹Commissioned study conducted by Forrester Consulting on behalf of KPMG International, July 2016 of 1,290 global professionals involved with omni strategy decisions at their companies.

²Aberdeen Group

³Google

⁴eMarketer

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