



KPMG Journey Mapping



An evidence-based, action-oriented approach

Today's customer experiences have never been more complex—or filled with greater opportunities for companies. The more a company can understand the customer experience, the more it can build business value by enhancing this experience and changing customer behavior.

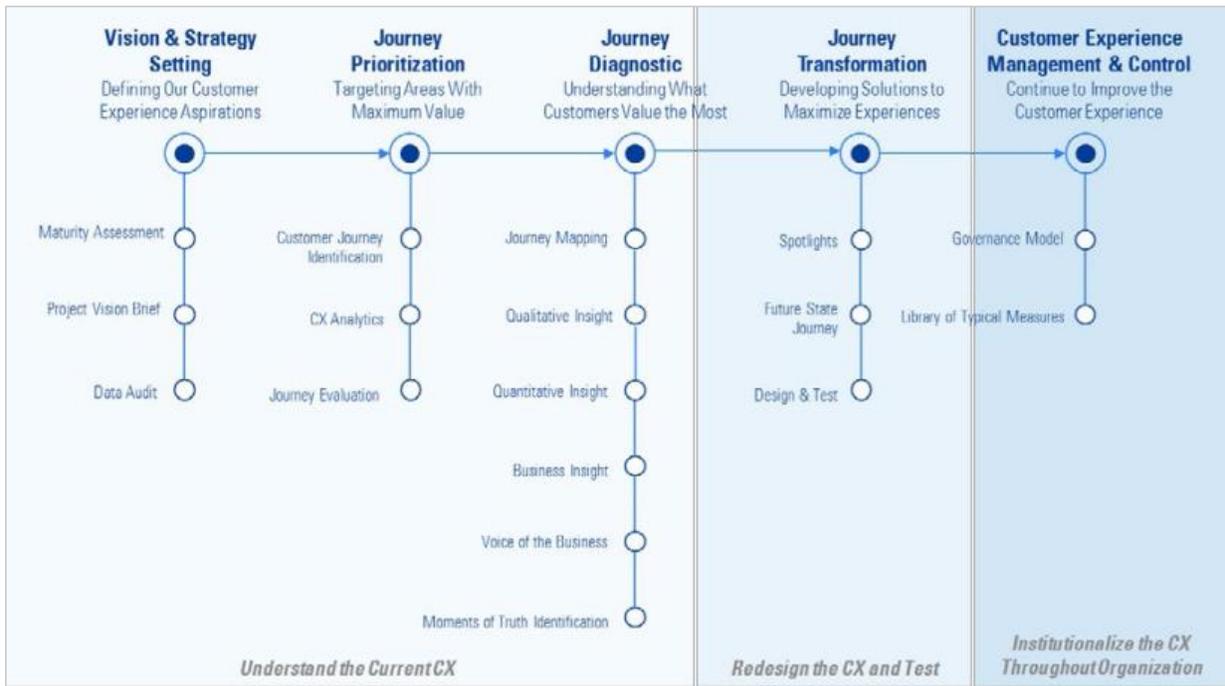
KPMG can help deepen a company's understanding of the customer experience through KPMG Journey Mapping, a proven-effective way to show how the customer engages with a company across different touch points, from first awareness through purchasing and other activities. Our approach is based on industry best practices, design thinking and human centered design, all backed by unique innovations.

With KPMG Journey Mapping, companies have the means to provide the right experiences to the right person at the right time and in the right way, helping to change customer behavior in alignment with business objectives.

A unique foundation for mapping the customer experience

KPMG Journey Mapping is built on design thinking—a holistic, collaborative and people-oriented approach to creative problem-solving. The process identifies problems within the larger context of relationships and challenges, and it uses a collaborative approach with people from multidisciplinary backgrounds to create innovative solutions.

Equally important, our Journey Mapping takes advantage of KPMG Motivational Design. While classic design thinking shows how people act, Motivational Design tells us why they act. In effect, Motivational Design "connects the dots" between key motivational drivers and business goals. With a much better understanding of why people do what they do, engaging experiences can be designed to encourage what they do the next time.



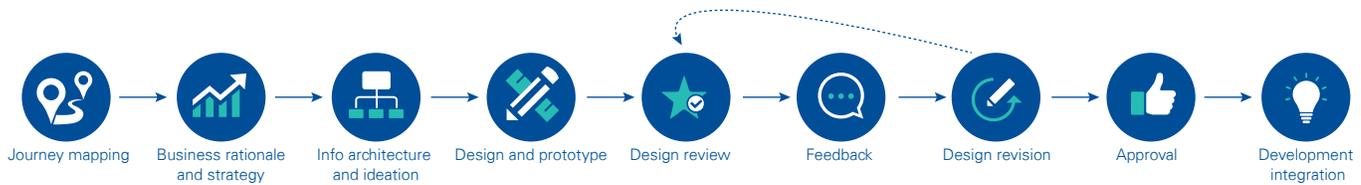
In-depth understanding

The KPMG Journey Mapping process begins with insights about human needs, motivations and behaviors, focusing on the journey that actual customers take with a company. This “outside in” view is a unique way to approach identifying unarticulated needs and finding solutions to those needs. From there, we incorporate not only their outer journey – what they are actually experiencing and feeling – but also how that ties to their physical, geographic and social context. We also factor in all the KPIs and measures that drive a business.

The result is a journey map that clearly identifies friction points and opportunities for maximum business impact, helping companies to accurately identify the right solutions and prioritize their efforts in moving forward.



A powerful platform for design process management and collaboration



KPMG Journey Mapping is developed with KPMG CYCLE, a design thinking and collaboration platform that supports the rapid prototyping of ideas by cross-functional teams. With CYCLE, users can increase the efficiency of creating complex journey maps while decreasing the time and cost normally required for development.

KPMG Journey Mapping and CYCLE bring the map and designs together in one place, helping to support a shared understanding for everyone involved. Users can build journey maps quickly and then collaborate with their peers and stakeholders. As a result, KPMG Journey Maps are “living” documents that can be easily changed to keep pace with developments in the customer experience and business circumstances.

Focused on customers, employees, or both

KPMG can quickly and easily put together a targeted engagement that will provide clarity and insight in just a few short weeks. Contact us to learn more about the possibilities.

- Process/Business Mapping
- Customer/Employee Journey Mapping Engagement
- Customer+Employee Journey Mapping & Technology Insights

About KPMG Experience Design and Engineering

KPMG LLP's (KPMG) Experience Design and Engineering transforms businesses by defining and implementing more impactful ways for our clients to engage their customers and employees. From digital strategy to tactical experience design, and development, we create immersive digital experiences that are aligned with the goals of the business, mindful of people's wants, needs, and motivations, and built to change based on feedback from rich analytics.

Visit www.kpmg.com/us/experience for more information.

If you are interested in learning more about this case study, or if you are experiencing similar issues, please contact us.

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For more information about KPMG's capabilities, go to: www.kpmg.com/us/experience.

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