



# Experience-centricity by design

KPMG Connected Enterprise for Energy, Natural Resources & Chemicals (ENRC)

Customers today expect consistent, effortless experiences time after time. That's why a Connected Enterprise is completely focused on meeting—and regularly exceeding—those expectations. As a Connected Enterprise, you can move from being product-centric to experience-centric, increasing your visibility in the ENRC ecosystem and building repeat business and loyalty from customers.



» It's difficult to do business when inconsistent data across platforms means there's no transparency along the value chain. But becoming a Connected Enterprise changes the game for ENRC. By design, the business and technology stack work to deliver a better experience to your people, partners and customers.

» Business and technological transformation, achieved with the deep expertise of KPMG, allows you to develop insight-driven strategies and execute them quickly and effectively. Let us help you unlock opportunities in transformation, create and carry out a plan for change, and build for success.



## Key considerations

- Does your strategy cover all channels and touchpoints to ensure consistency across product, prices and promotions?
- Do you approach customer experience design from both the inside-out and the outside-in?
- Can you respond to rapidly evolving customer and marketplace dynamics?
- Can you effectively design and deliver integrated interactions across both machine-based and human-driven touch points?
- Do you continuously manage the economics of customer journey across product offerings, balancing both customer demands and the cost of delivery?
- Do you measure customer interaction across different products, delivered across various channels, using multiple KPIs?



## How KPMG can help

- Developing the best customer experience roadmap, assessing your existing technology and processes, and determining how they affect provider expectations
- Identifying what "good" looks like for your organization and building a framework that helps you deliver value to all
- Collating data from multiple sources to identify customer needs and assessing how they might evolve

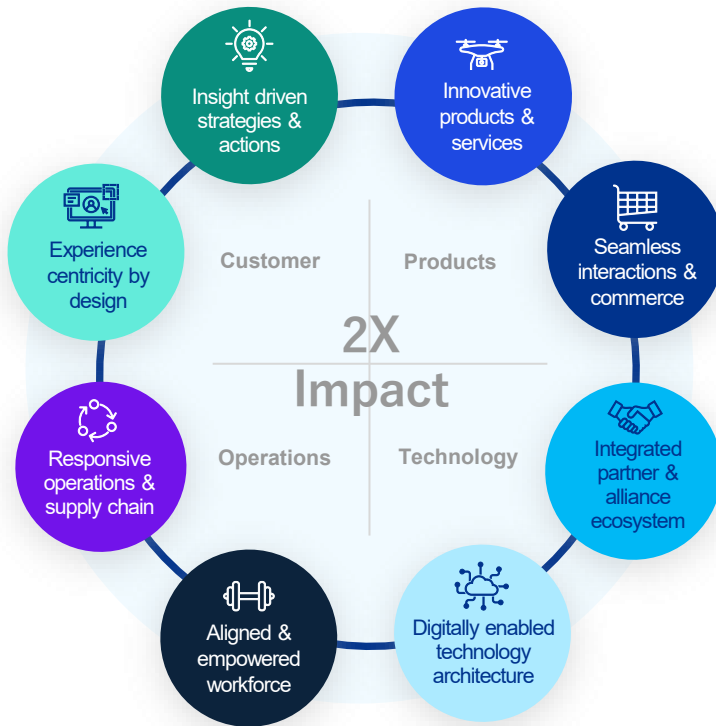
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### What does a Connected Enterprise look like?

The most successful organizations exhibit eight characteristics that span all aspects of the enterprise. The capabilities of front office, middle office and back office integrate seamlessly to support the brands, products and services, interactions and workforce.



### Make the connection



Generate business value at every stage of your transformation journey



Build an insights-driven, digital and customer centric business



Empower and enable your people to align the organization for agility and performance



Engineer secure architectures to enable agile, high-speed innovation

### Contact us



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