



# Take your connections to another level

## KPMG Connected Enterprise for Telco

### » Deliver an unforgettable experience, every time, with KPMG Connected Enterprise empowering a Single Pane of Glass

Increasingly, customers judge your company by the experience you offer. But delivering exceptional experiences is difficult with disjointed and siloed applications and systems. So, how do you meet customer desires for low-touch, self-service experiences when economic uncertainty and agile startups disrupt your competitiveness? You do it by putting your customer at the center of your organization.

### » Make each customer's experience their own and lift your business growth

Creating a comprehensive, self-service customer experience is a proven path to growth. Research for telcos shows that building a customer-centric business can increase engagement 2.6 times. It is also four times more likely to deliver the insights to truly understand your customer; more than 3 times as likely to help you connect with partners; and 2.3 times as likely to gain customer trust.<sup>1</sup>

### » Experiences, set free

The KPMG Connected Enterprise empowers you to reframe the customer experience. Our connected thinking approach, backed by deep experience across industries, allows us to bring fragmented technologies and siloed business processes together in one architecture, where everything is viewable through a single pane of glass. It gives you actionable, data-based insights only a connected enterprise can provide.

### » Rise above the competition with self-financing digital transformation

As a Connected Enterprise, you stand out from competitors. A Connected Enterprise generates more business opportunities, builds loyalty and promotes digital-first, online self-service. The operational efficiencies you gain allow you to invest in self-financing transformational initiatives to keep you ahead of the pack. Don't get left behind. Lift your user experience, empower efficiencies and ensure future readiness with KPMG Connected Enterprise.



### Key considerations

- How can you deliver a better customer experience despite uncertain conditions?
- How can you spend less time on system maintenance and more on system innovation?
- How can you quantify the financial value of transforming the customer experience?
- How do you simplify your systems to reduce dependence on costly technical expertise?



### How KPMG can help

- Create an effortless, seamless, and differentiated experience for users.
- Improve efficiencies and reduce costs.
- Empower employees to make informed decisions through insight-driven strategies and actions.
- Streamline operations by unifying diverse technologies and business systems.

<sup>1</sup> Source: 2022 Connected Enterprise Telecommunications Study, Forrester - commissioned by KPMG

## 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 efficiently to support the brands, products and services, interactions, and workforce.

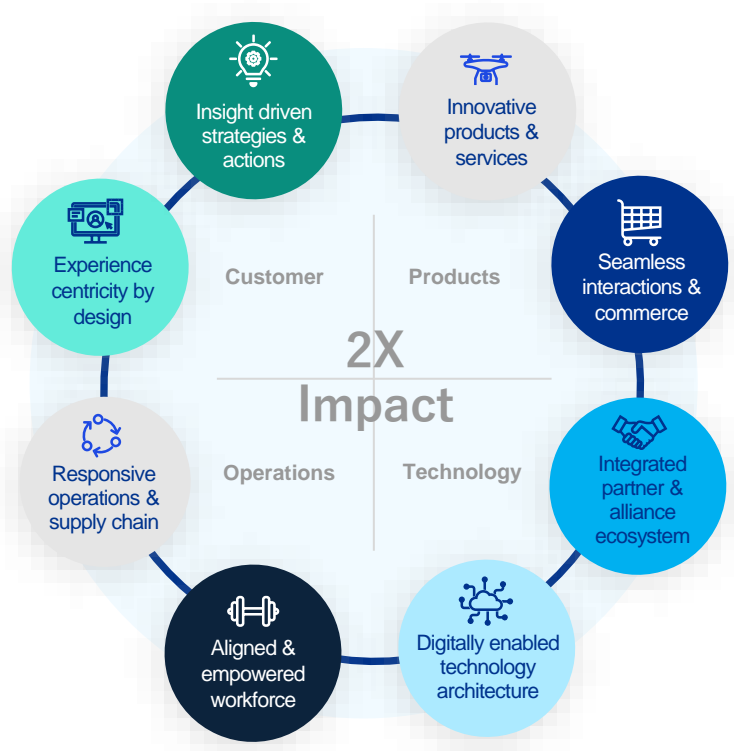
### Make the connection

- Generate business value at every stage of your transformation journey.
- Build an insights-driven, digital, and customer experience centric business.
- Empower and enable your people to align the organization for agility and performance.
- Engineer secure architectures to enable agile, high-speed innovation.

### Connected Enterprise's Single Pane of Glass

Take the KPMG Connected Enterprise approach to reframing the digital customer experience: a self-funded transformation of your fragmented data and technology ecosystems into a single pane of glass that empowers seamless customer interactions.

Connect all areas of your organization. Connect with your customers across all digital channels. Connect accurate and impactful consumer insights to decision-making. Connected Enterprise can move you from siloed to efficient and turns intelligence into action plans. See what it can do for you.



KPMG-commissioned research by Forrester Consulting, July 2020

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