

ARE YOU READY TO GET PERSONAL?

Customers are now demanding highly personalised engagement with brands to deliver on meaningful experiences.

Knowing and understanding your customers start with personalised communications, but also extends into personalised product and service experience delivery. To deliver on this, organisations need to ensure each of these four core elements are factored into their approach.



Customer strategy

A clear, business-wide personalisation strategy that sits across channels and the customer life cycle is critical. Have you factored in the essential components to a frictionless experience?

Do you have the core foundations in place against The Six Pillars of Customer Experience Excellence?



Technology

Having the right digital platforms are key to enabling your customer strategy across channels and devices. How these platforms are configured and connected to support E2E journeys is even more critical.



Data

Data is the lifeblood of every digital platform to operate effectively. It needs to be clean, it needs to be current, and it needs to be accessible at the right time for the right platform, to enable the personalised interactions your customer strategy is calling for.



Operations

You've made it! The digital platforms are deployed, the data is clean, and its time to interact. But, your business and customer's needs evolve. True understanding of the customer promise needs to be reflected in seamless operations. Does your front office customer centric strategy extend through your middle and back office operations?

Our offer

We can support you across each pillar by performing a rapid diagnostic assessment free of charge to help execute your strategy.

Effort	We can provide a week of KPMG expertise based on your needs
Approach	Combination of research and workshops to assess your capability across and within the pillars
Output	High-level health check document which summarises opportunities for further investigation

Contact us to start the conversation



Matthew Darby
+61 439 303 833
mattdarby@kpmg.com.au



Alex Moreno
+61 459 124 275
alexmoreno@kpmg.com.au



Lisa Bora
+61 416 111 010
lbora@kpmg.com.au



James Stewart
+61 419 305 807
jhstewart@kpmg.com.au