



# Seamless interactions & commerce

## KPMG Connected Enterprise

**The Connected Enterprise is a relationship business, engaging with prospects and customers at multiple touchpoints and ensuring an integrated experience across them. A seamless, personalized experience helps to build trust and encourages your customers to return.**

No matter where your customers meet you, whether through marketing or sales and service domains and channels, communicating relevant, tailored content will help them move along the journey. The right product information management systems, content management systems and security systems can work together to produce business boosting results.

With the boundaries between marketing, sales and service blurring, establishing systems that support common goals for each and promote ease of use and security can go a long way to serve your customers.

### Key considerations

- Is your experience design informed by user insights and needs, and does it meet customer expectations at every stage?
- Do you have effective communication channels in place to serve customers both internally and externally?
- Are your product information management and content management systems customizable to drive value?
- Can your platform integrate internal systems with partners and third-party providers?
- Do you apply industry best practices for security, privacy and fraud detection in safeguarding end-consumer and trade-customer data?
- Do you continuously test for system vulnerabilities as well as transaction vulnerabilities?

### How can KPMG help?

Understanding and tracking the true economics of customer experience – right down to the individual journey and the level of interaction

Designing and engineering customer journeys that can offer the optimal blend of positive experience and operational performance

We provide the tools to enable businesses to continuously improve and adapt journeys to deliver the very best business outcomes

Leveraging the power of data to anticipate what customers will want and need before they even interact with you – and automating elements of this process using sophisticated AI

Enhancing the way your customer-facing employees already work, using AI and cognitive technology to offer them content, or suggesting steps to an even more seamless experience

Disclaimer: Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

© 2021 KPMG Central Services, a Belgian Economic Interest Grouping ("ESV/GIE") and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

## Turning strategy into action

When one of the world's largest insurers wanted to radically transform their customer experience, a KPMG team was ready to support. The member firm developed and implemented a disruptive digital-first strategy to deliver significant improvements to the client, its employees and their customers.

KPMG professionals designed the customer strategy, including new segmentation based on rich insight and built around customer personas. They developed target state customer journeys integrated with new technologies. And the KPMG team coached business leaders to support behavioral change, delivering a renewed focus on continual customer experience improvement.

The insurer has achieved improved employee engagement, customer satisfaction, and operational efficiencies, all supporting improved and sustainable financial performance

**We deliver results that matter.**

### 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

Disclaimer: Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.



#### Stephanie Porteman

Head of Connected Enterprise

KPMG in Belgium

**T:** +32 487 327327

**E:** stephanieporteman@kpmg.com

[home.kpmg/be/connected](https://home.kpmg/be/connected)

© 2021 KPMG Central Services, a Belgian Economic Interest Grouping ("ESV/GIE") and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.