



KPMG Customer First Podcast Shownotes

Insight Driven Engagement

Summary

In KPMG's Customer First podcast, we explore the concept of insight driven engagement and how organizations are getting to know their customers at a deep and profound level to help them choreograph motivational experiences.

In this third episode, we are joined by Amanda Hicks, Partner in Charge, Customer Brand & Marketing Advisory from KPMG in Australia and Torsten Fritz who is a Director in the KPMG Customer Advisory team in the UK.

The panel discusses ways organizations are using data to become more customer centric. They consider how the shift towards digital has affected the insight provided, and how the information we now have on a customer allows us to be more predictive in the experiences we create. With this insight, organizations can demonstrate better empathy with their customers and build relationships that are both personalized and based on trust.

With such a vast expansion of data now at an organization's fingertips, the panel explores the concept of 'data lakes' and how important it is to make sure data is unified together in one place rather than in silos. This leads on to the broader topics of data security and trust.

The panel discusses how companies need to make data part of a connected and seamless customer experience and how some organizations are using data really effectively already, while elsewhere legacy organizations with large amounts of data have only just started doing so.

Insight has become the 'fabric' of the business, and organizations must use data effectively if they are to be successful and move forward.

Jump to

- 01.32 min Using data to design proactive customer experiences and predict customer needs
- 03.25 min How we connect with customers using digital solutions and big data
- 06.10 min Keeping customer at the center but staying true to your brand
- 08.10 min 'Data lakes' – how we unify data in one place
- 10.51 min Trust and the balance between personalized experiences and consumers' concerns around privacy
- 16.11 min Artificial intelligence trends: predictive offerings, personalization and the drive for innovation
- 19.23 min The biological reaction of customers to services and products
- 23.32 min Gaining insight to shape smaller audience segments at an individual level (23:32)
- 25.27 min Embedding insight sits within the day-to-day of an organization and promoting connectivity
- 32.09 min The 'tipping point' for legacy organizations
- 33.00 min Insight as the 'fabric' of an organization



Links from this episode

- Source: KPMG 2019 Customer Experience Excellence Report: [Customer first. Customer obsessed](#)
- Read more about [Customer Interaction Management](#)
- Find out more about our brains' [negativity bias](#).

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