



KPMG Customer First Podcast Shownotes

Emotional Intelligence

Summary

In this episode of the KPMG Customer First podcast, Mike Flodin, Principal in our Customer Service Transformation in the US, and his guests talk about creating emotional intelligence and driving customers' emotional connections.

Mike is joined by Aditya Rath, Partner Customer and Operations Practice for KPMG in India and Katie Bolla, Partner Customer and Digital Practice for KPMG in Canada.

The panel discusses how to stay emotionally connected to customers as we move to digital channels and how to use brands to build more meaningful relationships, while responding to those customers' needs and desires for self-service channels.

They explore being emotionally available to customers and how to demonstrate this by active listening and converting insights and actions — from micro experiences helping to create trust, to personalization. And they tackle the tough question of how to maintain that connection.

A focus for the panel was delivering beyond the transaction and for Katie Bolla, "the in-between spaces" — the importance of connecting with customers between transactions. They also look at how, by incorporating trends such as influencers, community and purpose, businesses can create emotional resonance.

How organizations are using data, advanced analytics and predictive analytics to develop that multi-dimensional view of the customer is discussed and why that enables better human connection.

Balance is a key theme during the discussion, both in levels of digitization and engagement but also on the issues of personalization, security and privacy.

Lastly, the panel offers their parting thoughts on ensuring lasting relationships.

Jump to

- 04:06 min Why active listening and communication expectation is important
- 06:12 min Delivering beyond transaction and purpose
- 06:58 min The challenge of serviceability for B2B
- 08:32 min The balance of digital transformation — gratification and empathy
- 11:30 min Human connection in the in-between spaces
- 12:26 min Local, community and purpose
- 13:30 min Using data to get a 360-degree view of the customer
- 16:53 min Engagement — getting the balance right
- 18:53 min Personalization, security and privacy
- 20:23 min Key takeaways



Links from this episode

- Source for all brands discussed: KPMG 2019 Customer Experience Excellence Report: [Customer first. Customer obsessed](#)

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