



salesforce

# Making sales more than a number

**Driving customer intimacy with KPMG and Salesforce**



Today's customer expects your organization to demonstrate that you understand their specific needs and circumstances and will adapt the experience accordingly. In fact, a recent survey discovered that 72 percent of customers expect vendors to personalize engagement to their needs.<sup>1</sup>

In order to address this, organizations must reinvent go-to-market models to focus on the customer experience. This realignment around the customer requires a new framework for sales organizations that focuses interactions around a holistic view of a customer—bringing marketing, sales, service, and commerce together with the middle and back office—to provide the unified, relevant experience customers expect.

Bringing together front-office transformation know-how and Salesforce customer relationship management (CRM) technology, KPMG and Salesforce can help you build a customer-centric sales organization and extend that customer focus throughout the entire enterprise.



## Focus on what matters

Many industries are faced with shrinking budgets and demands for sustained growth. KPMG believes that investment in CRM technologies must be matched to business strategy and return on investment (ROI) and has built a framework for assessing, measuring, and continually improving on CRM value management.

### This framework includes:

- KPMG Powered Salesforce operating models across marketing, sales, onboarding, and service
- Data and analytics maturity models

- Industry-specific lead management and distribution frameworks
- Guided and sentiment-based interactions and other artificial intelligence (AI) accelerators
- Account planning accelerators
- Adoption and ROI metrics, key performance indicators, training and sales enablement accelerators.

Through leveraging these assets, KPMG and Salesforce have helped clients increase the size and quality of their pipeline; increase revenue, sales, and customer retention; improve customer satisfaction and loyalty; and achieve ROI, backed by data, from their Salesforce investment.

## Make sales a data-driven science



Successful salespeople know that driving results is about bringing the right value to customers at the right time, with discipline. When AI and analytics was a boutique skill, requiring years of in-house development, it was impossible to create a real-time predictive guide for driving customer interactions. But today, Salesforce has embedded these tools into CRM via Einstein, giving your sales organization wide access to drive consistent and

<sup>1</sup> State of the Connected Customer survey, Salesforce Research, April 2018.

reliable results. Customer 360 Sales from Salesforce enables your organization to:

- Deliver personalized buying experiences to every one of your customers from anywhere
- Boost market insights and focus with predictive guidance and forecasts leveraging AI
- Enhance sales representative productivity and employee experience by automating non-value-add tasks and workflows and enabling mobile capabilities
- Provide your sales leaders with actionable information that allows them to better support and scale best practices across their territories, accounts, opportunities, and teams
- Expand your reach across channels and rapidly adjust your strategy to meet new market demand
- Improve performance by matching the right seller to the right territory, product, customer, and opportunity, and continuously improve results.

With cloud-based tools for sales forecasting, deal tracking, territory management, account management, activity management, contact management, and lead management, Customer 360 Sales empowers your sales force to drive revenue generation.



### **A culture built around customers**

To create longtime, loyal customers at every interaction, you must connect sales with marketing, service, and commerce to guide each prospect through a personalized journey. A converged front-office structure requires a customer-first focus enabled by new processes, policies, capabilities, and skills that address data, analytics, automation, organizational structure, metrics, and culture.

KPMG helps enterprises embed customer centricity into all marketing, sales, service, and commerce touchpoints by connecting front-office technology, people, and processes across marketing, sales, and service. Stripped of traditional siloes and constraints, the customer journey can more smoothly flow through the enterprise—from sales to supply chain—delivering integrated, personal customer experiences.



### **Drive more business with connected experiences**

KPMG and Salesforce share a common vision for building customer-centric organizations. From lead to engagement to close and upsell, the sales journey is best when it is based on 360-degree customer data. KPMG and Salesforce can help align your sales organization around customers—and connect it with the rest of the enterprise—so you can be more agile, more competitive, and more profitable.



## Connected. Powered. Trusted.

KPMG consulting teams bring an industry-led, customer-centric approach to enterprise-wide transformation that aligns the front, middle, and back offices for efficiency, agility, and profitable growth. The solutions, frameworks, accelerators, and tools in our “Connected. Powered. Trusted.” portfolio are designed and engineered to support continuing innovation and sustainable high performance in a fast-moving digital world.

### **Connected Enterprise**

Connected Enterprise is a customer-centric, enterprise-wide approach to digital transformation that focuses all enterprise functions, processes, and relationships on a single purpose, harnessing the power and potential of customers to fuel profitable and sustainable growth.

### **Powered Enterprise**

Powered Enterprise is the KPMG outcome-driven functional transformation approach that combines deep functional knowledge, tested delivery capability, and leading technologies to drive sustainable change, rising performance, and lasting value.

### **Trusted Enterprise**

KPMG enterprise-wide risk solutions deliver on the customer promise of safe, secure, and consistent interactions, enabling our clients to inspire stakeholder trust.

