



Serving the connected customer

Build a customer-centric organization with KPMG and Salesforce



If your business is plagued with slow, expensive, and disjointed customer service operations, look to the future for personalized, automated, empowering, and predictive service.

Traditional customer service faces serious challenges. Poor operational efficiency means multiple touchpoints per interaction, broken processes, and high operating costs. High handle times and low first-call resolution lead to declining customer satisfaction. Much of this can be blamed on outdated technology that cannot provide the multichannel support, self-service options, or mobile capabilities that your customers demand.

Fortunately, the future is bright for customer service. Centralized call centers are already being replaced by a virtual ecosystem of digital assistants and human agents. However, over the next few years as companies' investments in self-service show a return, they will also create a challenge. The basic transactional calls that once dominated call queues such as account balance inquiries, change of address, and status updates, will disappear as customers use the self-serve channels for addressing these needs. The contact center agent's day will instead be dominated by the complex and tricky issues that customers won't be able to solve through self-service. The result is stress on the most valuable service asset: the frontline worker who will need improved and more advanced tools for visibility of their customers and their activity across the various channels.

The alliance between KPMG and Salesforce can help you adapt to the changing dynamics of service. Together, KPMG and Salesforce can implement the strategies, processes, and technologies to deliver satisfying customer service experiences within your operating budget. By transforming your customer service organization, your company will be better able to meet the higher expectations of today's connected customer, differentiate yourself from competitors, and manage the cost to serve.



Transform your service organization with KPMG

KPMG understands customer care. Ranked a leader by industry analysts, the KPMG Customer Service Transformation practice can assist you in planning, designing, and executing a cost-effective customer service strategy while simultaneously increasing revenue through improved customer loyalty and advocacy. Using functional and technical knowledge, KPMG professionals can help you:

- Design the right service operating model that eliminates disjointed experiences
- Improve the structure and performance of customer care operations
- Balance the cost of service with the value of customer relationships
- Integrate data and analytics into transformative strategies
- Deliver optimized, personalized, and seamless experiences across digital channels

- Equip and enable your teams with the right processes and tools to improve their effectiveness
- Identify high-opportunity customer segments.

The KPMG point of view on Salesforce adoption goes beyond typical implementation and adoption. Instead, KPMG looks holistically at the service experience your customers receive and then works collaboratively with you to leverage Salesforce's Service Cloud to transform experiences. The goal is to create an intentional service experience that improves customer loyalty and satisfaction while improving efficiencies and reducing the cost of service.



A complete customer support platform from Salesforce

Service Cloud is a leading service platform for good reason: companies that leverage Salesforce have reported 27 percent higher customer satisfaction and 18 percent decrease in support costs.¹ Because delivering positive and exceptional customer experiences is critical for success, Service Cloud can enable you to build loyalty with every interaction. KPMG can help you leverage Service Cloud to:

- Provide your agents with a 360-degree view of the customer in a single, powerful console
- Empower customers to quickly resolve their issues with an intelligent self-service community

- Route cases from any channel—messaging, chat, social, and email—to the right agent
- Resolve on-site, field service issues on the first visit
- Empower your agents and customers with AI

Service Cloud can pull customer data from any department or back-end system to your service agents' desktops. In addition, managers have a bird's-eye view of contact center activity and can access prebuilt reports and dashboards to improve contact center performance. By creating a connected customer view and giving your agents the productivity tools they need, you can reduce costs while keeping customer satisfaction on the rise.



A common vision for the connected enterprise

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

KPMG and Salesforce share a common vision for building these customer-centric organizations.

With its connected cloud and Customer 360 solutions, Salesforce supports the customer journey across front-

¹Salesforce Customer Success Metrics Survey, conducted 2016–2018



office functions. By using Service Cloud with other Salesforce clouds, you can power the entire customer lifecycle—from awareness and acquisition, to purchase and fulfillment, to advocacy and retention.

Like Salesforce, KPMG helps enterprises embed customer awareness into all marketing, sales, service, and commerce touchpoints. But KPMG goes beyond just the front office, leveraging Salesforce's MuleSoft integration platform to link front-, middle-, and back-office applications, data, and devices in the cloud. The KPMG "Connected. Powered. Trusted." approach provides connected insights, automated hand-offs, and improved employee engagement.

By unlocking data in existing silos, customer information can flow freely through the enterprise—from sales to supply chain—delivering integrated, personal customer experiences. By aligning the entire organization around customers, KPMG and Salesforce can help you become more agile, more competitive, and more profitable.



Create happy employees and loyal customers with connected experiences

When you meet the needs of your service teams, they reward you with delivering outstanding service to your customers, who in turn reward you with loyalty. KPMG and Salesforce can help align your service 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.

