



# KPMG ranked top for quality in Financial Services



In Ghana, KPMG's deep knowledge in Audit, Tax and Advisory services helps business meet challenges and respond to opportunities. The firm maintains an overriding commitment to service quality and delivering value to all stakeholders – thus leveraging the knowledge and skills across its global network of firms to develop practical recommendations designed to help organisations work smarter, grow faster and compete stronger.

KPMG has been awarded top score for overall quality of work in financial services consulting according to the Source Global Research report. Based in London, Source Global Research is a leading provider of data-driven strategy about the professional services market globally – it analyses and ranks consulting and technology firms' research based on White Space.

The report, Perceptions of Consulting in Financial Services ranks the 13 firms identified as front-of-mind for 1,866 survey respondents, made up of direct and indirect clients and prospects of financial services consulting. Survey respondents ranked firms on overall mindshare, quality and value.

Of the ranking, Jim Liddy, Chairman of Global Financial Services at KPMG International, said: "It's rewarding to be recognised by the industry and it fuels us to continue developing leading solutions and expertise to share with our clients. Financial services firms have an unprecedented opportunity in today's connected global marketplace but they also face critical challenges with legacy infrastructure and industry disruptors. We are thrilled to see that clients and prospects recognize our leadership in this important field."

Firms were ranked on a number of factors, with KPMG leading in: innovative approach, account management, methodologies used, quality of thought leadership and breadth of services. This year KPMG rose eight points in positive sentiment, a higher increase than any other firm measured.

Source Global Research specifically called out account management as an important factor in a firm's overall rating: "...many financial services clients are in the full swing of transformation programmes, requiring a firm to pull on its full breadth of skills to meet complex client needs; a good account manager facilitates access to the full gamut of a firm's capabilities, while a bad one acts as a gate-keeper."

The survey asked respondents to rate firms based on 13 services, the scores of which were tallied to provide one overall top-ranked firm across services. KPMG was named first for overall quality by earning top marks for the following 13 services:

Business strategy  
Financial management  
Risk management  
Regulatory-driven work  
Legacy technology  
Digital transformation  
Other (non-digital) transformation

Taking advantage of robotics  
Taking advantage of Artificial  
Intelligence  
Data & analytics  
Sales & marketing  
HR & change management  
Operational improvement

The results are based on 1,866 respondents to a survey of senior clients of consulting firms and featured in Perceptions of Consulting in Financial Services published by Source Global Research. For more information about Source and its research please visit: [www.sourceglobalresearch.com](http://www.sourceglobalresearch.com).

KPMG maintains its resolve to work with the world's leading organisations to create and protect the sustainable value of their business.

KPMG is a global network of professional firms providing audit, tax and advisory services with over 207,050 people in more than 700 cities in 153 countries worldwide.

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