



Customer centricity

Re-engineering customer experience

Do you believe you are the 'Clear Choice' for your customers?

Data and facts



As per KPMG International's Now Or Never Global CEO outlook 2016 – "Customer loyalty is the top concern voiced by 88 per cent CEOs".



Almost 45 per cent CEOs think they are not keeping pace with meeting customer expectations or not connecting with their customers enough via digital means- "KPMG International's Now Or Never Global CEO Outlook 2016"

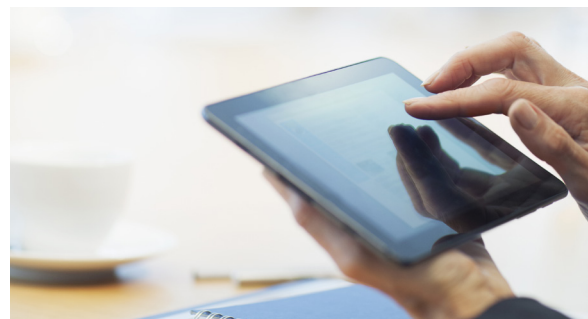


The cost of acquiring a new customer is several times that of the cost of serving an existing one

Why customer centricity?

Customer centricity in today's world, is not a concept to be adopted by few companies, but, has become an essential part of the very core and value system of organisations.

- CEOs recognize that meeting customers' expectations is an ongoing effort.
- Customer complaints resolution is the biggest challenge for IT companies everywhere



Our offerings

- **KPMG Customer Centricity Framework** assessment based on KPMG's Customer Centricity Assessment Framework for key accounts. Design and implementation of the CCAF



Point of sales



Engagement setup



Delivery excellence



Strategic and relationship
management

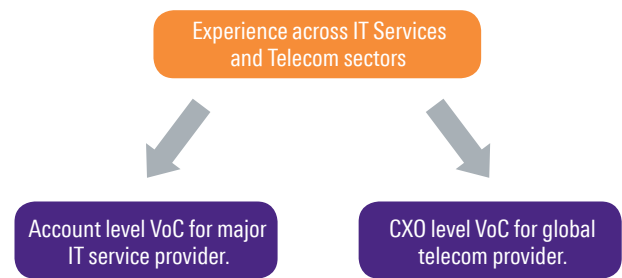


Financial management



Closure and post
implementation

- **Customer centricity training** explanation of tools used in CC, industry trends in CC, incorporating customer centricity into the IT organisational scenarios.
- **CSAT for internal and external customers capturing customer** feedback through IVR, SMS, Mobile, Web, E-mail, etc.
- **Objective and independent Voice of Customer** KPMG's VoC captures feedback from the clients through interactive dialogues.
- **Opinion mining** conducted through usage of various blend tools and freeware.
- **ISO 10001 - 10004 advisory (one of the few certifications available in customer centricity)** - These standards are intended for use by organisations regardless of type, size and product (services, software, hardware and processed materials.)



KPMG's value proposition

- More than two decades of experience in IT advisory, management consulting, assessment and training.
- Global resource pool of experts
- Customer centricity trainings provided as per industry/organisational requirements.
- Face to face discussions and direct dialogue to capture customer perceptions and feedback, meaningful analysis and actionable outcomes with our dynamic VoC service.
- Our Customer Centricity Framework specifically targets situations and engagements at IT and IT enabled organisations- which is used to assess the VoC conducted at various stages of an organisation.
- Expertise in ISO 10001-10004 advisory services, which is one of the few certifications available for organisations in customer centricity



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