

Customer expectations are rising...

Customers increasingly expect experiences which involve **minimal time and effort, always meet expectations, and are empathetic and personalised**



80% of the global population will own a smartphone by 2020

Over 1 in 2

US customers have **switched providers** as a result of poor customer service



57% of UK consumers use a **mobile device to pay** for goods or services each month

Customers now regard their **best experiences as the norm for all experiences**

'Me, My Life, My Wallet', – KPMG Global Customer Insights, 2017



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...and they are quick to reward those that deliver

Higher annual revenues, with a 9.5% year-on-year sales increase – nearly triple the market average^(a)



Lower customer acquisition costs 7.5% year-on-year average decrease compared to 0.2% for laggards^(c)



Better customer retention at 89% of customers retained, compared to 33% for organisations with weak omni-channel strategies^(b)

Greater customer lifetime value

Customers who buy both face-to-face and online have a 30% higher lifetime value than those who only use one channel^(d)



By focusing on **the capabilities that deliver leading customer experiences**, organisations can improve the bottom line

Julio Hernandez, Head of Global Customer CoE, KPMG

Sources: (from KPMG Customer Insights)
Note: (a) KPMG Nunwood; (b) KPMG 'Customer First'; (c) Aberdeen Group; (d) Google

Customer-centric organisations have six key characteristics:



A clearly defined and understood **customer vision and strategy**



Timely and actionable **customer insights**



Operational processes designed around customer experience

An **organisational structure** that supports delivery of the strategy



People who are **motivated and skilled** to deliver this experience



Tools and technology that enable an outstanding experience

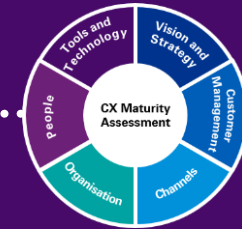


How is your organisation doing?



The first step is to understand current performance

Our CX maturity assessment provides a **cost-effective way to understand how effectively you currently mobilise around delivering excellent customer experience**



This includes running a survey across your teams and augmenting this with a small number of interviews, before benchmarking your responses against baseline data

We provide you with recommendations for improvement and can provide further support to build a high level roadmap for your customer-centric transformation

See over for contacts



Let's talk



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