



Want to win in the Metaverse? Think internal first

**How organisations can navigate
the Metaverse with confidence**

Insights from a global survey
of technology executives

May 2023



Introduction

When it comes to the Metaverse, excitement and expectations expressed by organisational/ business leaders are not — so far — matched by action. KPMG International commissioned Forrester Consulting to conduct a new global survey of 767 tech leader executives to see what they believe is in store for the future of the Metaverse.

6 out of 10

people surveyed in the UK believe the Metaverse will have a huge impact on **consumers and businesses**



Only a third
of global

executives say they feel prepared for the Metaverse

Less than half
the people

surveyed reported interest from their clients for meeting in the Metaverse

Interestingly, leaders see the greatest value to be gained in using the Metaverse for **branding, marketing and customer experiences**. Yet they also acknowledge that early uses are likely to be for internal activities such as **onboarding, education and collaboration**.

Where can organisations gain the greatest benefit from the Metaverse?



Leaders see value in the Metaverse across the business, including **revenue and profits, customer experience and loyalty, and employee experience and retention.**



Six out of ten

executives surveyed in the UK believe the Metaverse will have a huge impact on consumers and businesses. But some are cautious, which may explain why most are not investing more than

5 percent

of their total tech budget on the Metaverse.

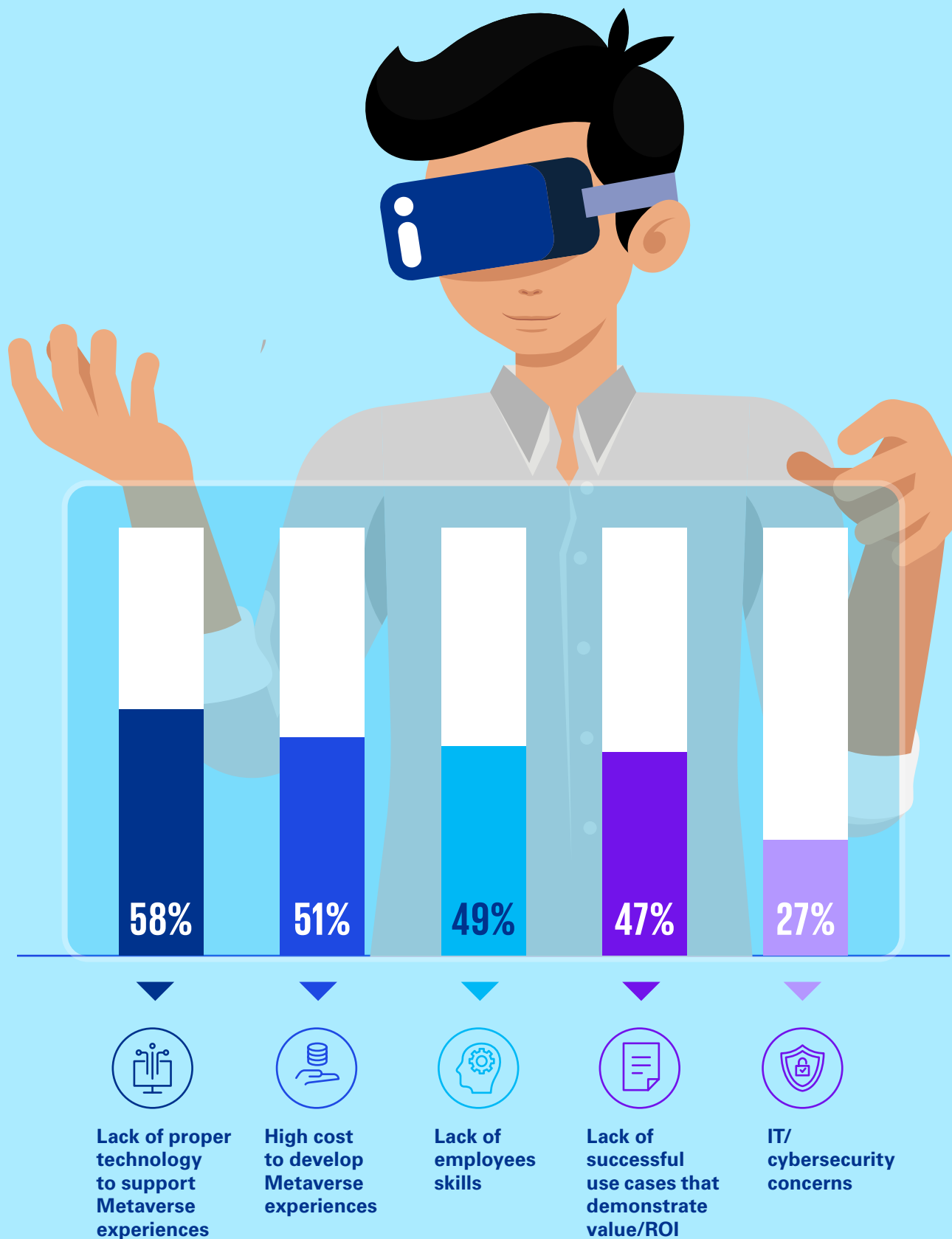


92%

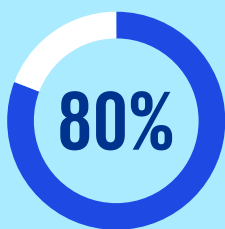
But when asked about future investments in the Metaverse, the story was different. An astonishing 92% (globally) said they plan to increase or maintain investments in two to four years from now.



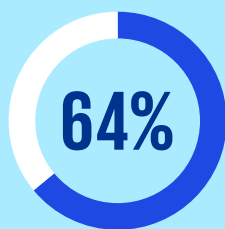
Barriers for companies in the United Kingdom investing in the Metaverse are:



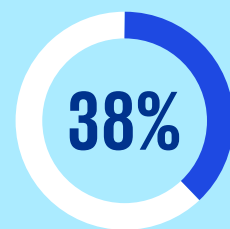
Note: Sample size of less than 50. Information to be used as directional only.



Improved customer experience



Product and service innovation



Revenue/monetisation opportunities

Defining the “Metaverse ready” organisation

The ultimate evolution of the Metaverse may not be here today, or tomorrow, or even next year, but this technology is poised to have a profound impact on the technology sector and beyond. Organisations need to be attuned to developments and ready to act if opportunities arise that they feel could add value to their business.

Of the companies represented in the survey, a quarter (**25 percent**) are categorised as being in a state of “**high readiness**”.

These companies are characterised by:

- > Those more likely to anticipate that **Metaverse investments will have a big impact across their business, including digital transformation, product innovation, customer satisfaction and engagement, talent acquisition, employee experience, and revenue growth**
- > Those investing **twice as much on the Metaverse as low readiness companies**
- > Those who see a **higher value in both customer-facing and internal use cases**
- > Those more likely to **conduct business meetings with clients in the Metaverse.**



It's essentially Three ways to become a "Metaverse ready" organisation or something to that effect?

Begin your Metaverse journey at home:

Your own organisation offers a wealth of opportunities to pilot Metaverse initiatives and develop capabilities for the long term — at lower cost and with lower risk than trialling with customers. Beginning at home means hiring and developing Metaverse talent — while also seeking hidden capabilities in your own organisation. For instance, you probably have a cohort of workers who already game or use the Metaverse in other ways: they offer a rich source of understanding and technical skills.

Think big, start small, move fast:

Be nimble and closely monitor the progress of the Metaverse. According to the Forrester survey, firms that have 'high Metaverse readiness' have ambitious expectations, but also expect to invest 2x as much as their competitors. In the near term, much of these investments are likely to be channelled into innovation labs and centres of excellence, with an emphasis on incremental learning rather than large-scale execution.

Focus on real business and customer value:

Don't let technology drive the conversation — let business value drive it. Be clear about what you hope to achieve and develop a clear business case that identifies expected impact. Also, be sure to define realistic KPIs early. Revenue, for instance, is more likely to be a 2028 KPI and not a 2023 target.

Contact



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Businesses need to think about the end goal behind using the Metaverse and use this to shape their strategy. If they can link it to a measurable return on investment – and they address their customers' demands through the technology then we are likely to see a successful Metaverse. Ultimately for the Metaverse to become a success, it needs to convince a mass audience. Businesses can invest in the technologies but unless there is customer demand for it, it won't be as successful as the potential it holds.



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