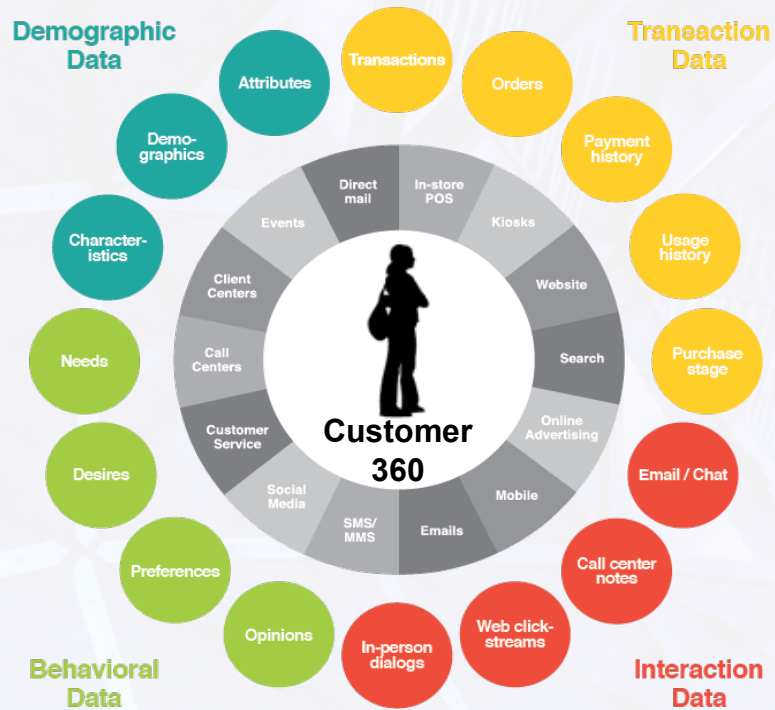


# Improve revenue through insights-driven customer engagement

Have a 360-degree view of customer – i.e., across touchpoints, across relationships and across lifetime



Use the customer data to improve the Customer Experience



## Empathy

*Achieving an understanding of the customer's circumstances to drive deep rapport.*



## Personalization

*Using individualized attention to drive an emotional connection*



## Time and Effort

*Minimizing customer effort and creating frictionless processes*



## Expectations

*Managing, meeting and exceeding customer expectations.*



## Resolution

*Turning a poor experience into a great one.*



## Integrity

*Being trustworthy and engendering trust.*

Benefits to You?

↓ **Customer Acquisition Cost (CAC)**

↑ **Customer Lifetime Value (CLTV)**



Customer retention and brand differentiation drive market share



Profitable customers and behavior identified with enhanced analytics



Seamlessly enhanced multichannel customer experience

**Value to be unlocked**



**Value unlocked**



# KPMG Capillary powers a Personalized Customer Journey through an integrated platform for Customer Engagement

