



The new landscape of digital transformation

Building around the customer

Operating models refined as businesses reap benefits of customer-centric decision making



Aiming high

79% of respondents said a customer-centric strategy will be a top or high priority for their organization over the next six-12 months



Fresh approaches

37% of businesses have developed new channels to serve customers



Seamless success

Six out of 10 organizations have significantly accelerated their creation of a seamless digital customer experience



Quality interactions

41% of respondents said improving the quality of the customer experience, and modernizing and future proofing IT infrastructure/operations, are the primary objectives of their digital transformation strategy



Crucial consideration

98% have digital transformation strategies spanning their entire organization

Base: 820 professionals involved with digital transformation strategy decisions
Source: A commissioned study conducted by Forrester Consulting on behalf of KPMG, April 2021
© 2021 Copyright owned by one or more of the KPMG International entities. KPMG International entities provide no services to clients. All rights reserved.