

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

Base: 820 professionals involved with digital transformation strategy decisions
Source: A commissioned study conducted by Forrester Consulting on behalf of KPMG, April 2021
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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