



KPMG Customer First Podcast Shownotes

Orchestrating Experiences

Summary

In KPMG's Customer First podcast series, we bring you the latest thoughts and market examples from KPMG professionals and guests on how today's businesses are becoming increasingly customer-centric.

In this episode, host **Julio Hernandez, Global Customer and Operations Lead, KPMG** speaks with **Jenny Roche, Partner, KPMG Australia** and **Peter Liddell, Global Head of Operations, KPMG** about orchestrating experiences — a key thematic in the 2021 KPMG Customer Experience Excellence Report.

The panel discusses the continued need to design and deliver compelling customer experience founded on a high degree of orchestration across the business, and how by bringing front, middle and back offices together, the whole business can better align around the customer, their needs and the marketplace.

With customer expectations higher than ever post-COVID-19, orchestrating clearly around the things that are meaningful to the brand and its customers will help capture every potential client interaction.

The trio also discuss the need for businesses to orchestrate with their partners and suppliers. Redefining and redesigning supply chains, with a focus on data personalization and automation, will help brands continue to deliver high-quality products without succumbing to inflationary pressures.

The research highlights that businesses should maintain a full view of the customer across all of their operations, which includes a focus on brand purpose and living up to their environmental, social, governance (ESG) targets. This episode wraps up by discussing the how businesses can continue to bring their brand promises alive while delivering on their ESG goals in the context of customer experience and orchestration.

Jump to

- 01:45 – Key trends around customer experience
- 03:22 – The central role of operations in delivering on customer experience
- 05:28 – Orchestrating with your partners and supply chain to mitigate inflationary pressures
- 08:35 – Mitigating the labor increase: personalization, automatic responses, automation
- 12:28 – Brand purpose and ESG: activating strategies to uphold commitments
- 14:57 – Navigating the “Great Resignation”
- 17:19 – Stand-out brands in this year's Hall of Fame
- 19:16 – Just off the mark: the challenges faced by brands around connectedness
- 22:21 – How government and public sector are enhancing customer experience
- 24:24 – Advice to clients for navigating increasing customer expectation
- 26:11 – Bringing alive your brand purpose and promises
- 28:32 – Identifying key moments of truth in the client-customer relationship



Links from this episode

Download a copy of KPMG's Customer Experience Excellence Report 2021: [home.kpmg/CEE2021]

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