



# KPMG Customer First Podcast Shownotes

## Personalization

### 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 **Amanda Hicks, Partner, Customer Brand and Marketing Advisory, KPMG Australia**, speaks with **Tom Lurtz, Partner, KPMG in Germany** and **Paul Henninger, Partner and Head of Lighthouse, our center of excellence for data analytics and AI, for KPMG in the UK**, about personalization.

COVID-19 has had a dramatic impact on consumer expectations and, at the same time, an increase in the wealth of customer data available to organizations is pushing the boundaries of what brands can offer in terms of personalization. At this critical juncture, the panel argues that companies must look to cultivate proactive, one-to-one connections with their customers that deliver on their expectations, without threatening their trust in the brand.

The trio also discuss the need for businesses to identify what type of emotional connection they're trying to achieve through personalization, and design products and services that underpin that aim. Brands should lean in to test-and-learn opportunities that give insight into each consumer's immediate needs as well as what engages them long-term.

The shift to e-commerce is having, and will continue to have, a fundamental impact on the relationship between customers and brands. This episode wraps up by discussing how, going forward, businesses must be sensitive and systematic in how they utilise data, always demonstrating the clear benefit to the consumer. As personalization drives a different type of customer relationship, brands must continue to keep the customer's point of view front-and-centre in their operations, while also striving to introduce surprising products and/or services that pave the way for new engagement opportunities.

### Jump to

- 00:30 – Personalization: the state of play post COVID-19
- 02:30 – How to harness the power of AI and emerging technologies to drive personalization
- 05:53 – Cool versus creepy: personalization pitfalls to avoid
- 07:44 – Meeting customers where they are today: the shift to e-commerce
- 10:57 – How to form deeper relationships with customers through personalized relationships
- 13:10 – Investing in customer behavior test and learn opportunities
- 17:01 – Creating an emotional connection through personalization
- 22:44 – A changing consumer-brand relationship in a changing landscape
- 25:55 – Data is the key to personalization
- 29:23 – Leaning into a transparent dialogue with customers to garner trust and bolster reputation
- 30:47 – Personalization: advice for brands taking the next step in their customer relationship



### Links from this episode

[Customer First podcasts - KPMG Global \(home.kpmg\)](https://home.kpmg)

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