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Make the connection

A customer-centric, enterprise-wide approach to digital transformation

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01

Customer-centric digital transformation has never been more important

> With our customers, we've seen a major change in the acceptance of cloud-based, real-time, digitally delivered business information services… I think we've seen 3 to 4 years of progress in just 3 to 4 months, in terms of acceptance of what the new world needs to look like.

Steve Hasker, President and CEO Thomson Reuters, KPMG 2020 CEO Outlook: COVID-19 Special Edition

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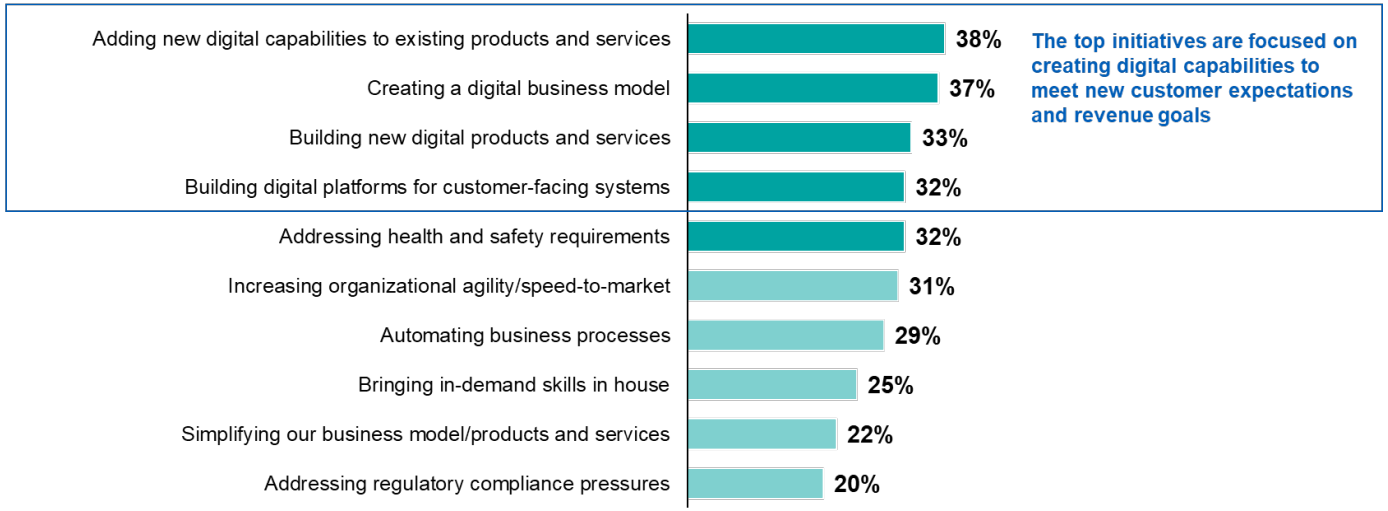
Digital initiatives are at the core of organizational priorities

Research shows digital initiatives are amongst top enablers to meet customer experience improvement, revenue growth and cost reduction goals



Source: KPMG Analysis; A commissioned study conducted by Forrester Consulting on behalf of KPMG, July 2020.
Note: Select responses shown.

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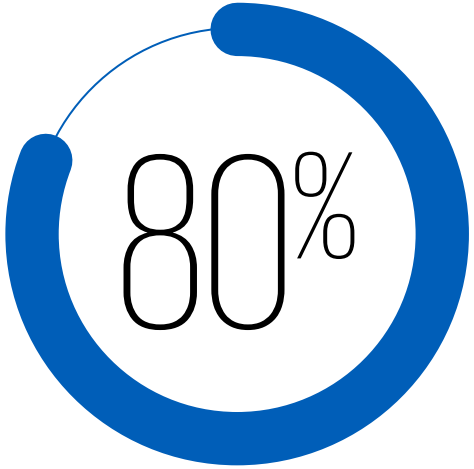
Customer centricity is at the heart of successful digital transformations pre- and post-COVID

Organizations are prioritizing a customer-centric strategy



Say their customer-centric strategy was a high or top priority prior to the pandemic

AND

Connecting front, middle, and back offices

PRE-COVID: 51% considered 'Connecting the front, middle, and back offices for greater efficiency and effectiveness' on par or among their top digital transformation strategy objectives

51%

60%

SINCE-COVID say this has significantly/ moderately accelerated

Source: A commissioned study conducted by Forrester Consulting on behalf of KPMG, July 2020

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02

Become a Connected Enterprise

> 79% of CEOs said they were responsible for connecting the enterprise in ways their predecessors were not.

Source - KPMG Global CEO Outlook

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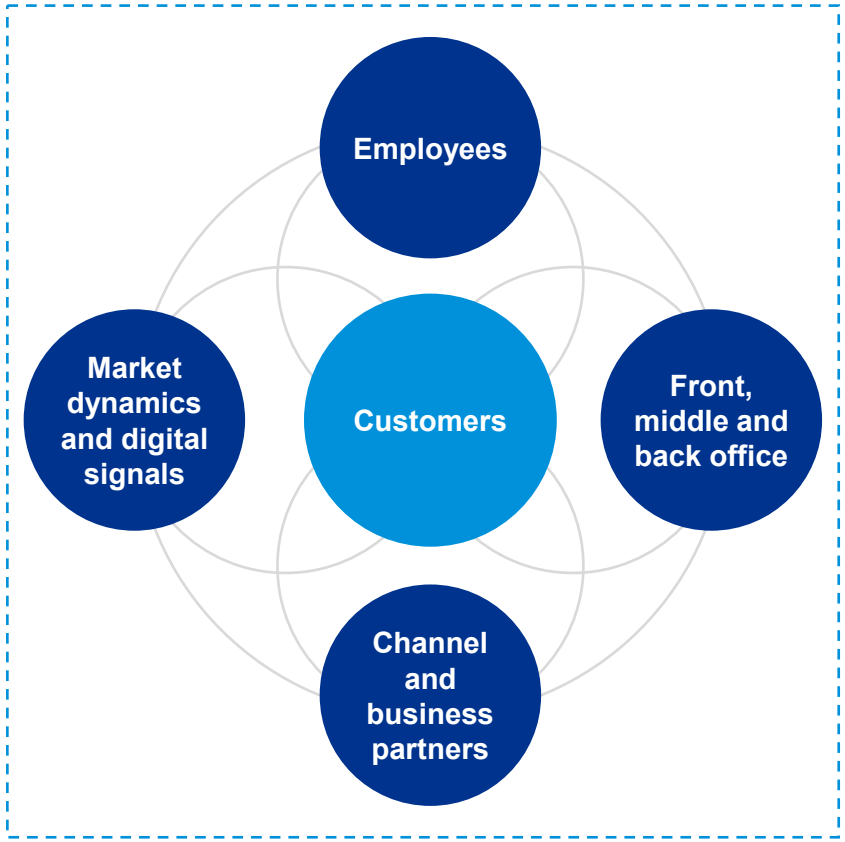
Be connected to your eco-system

The five key lenses for building a connected approach and keep up with the changing reality



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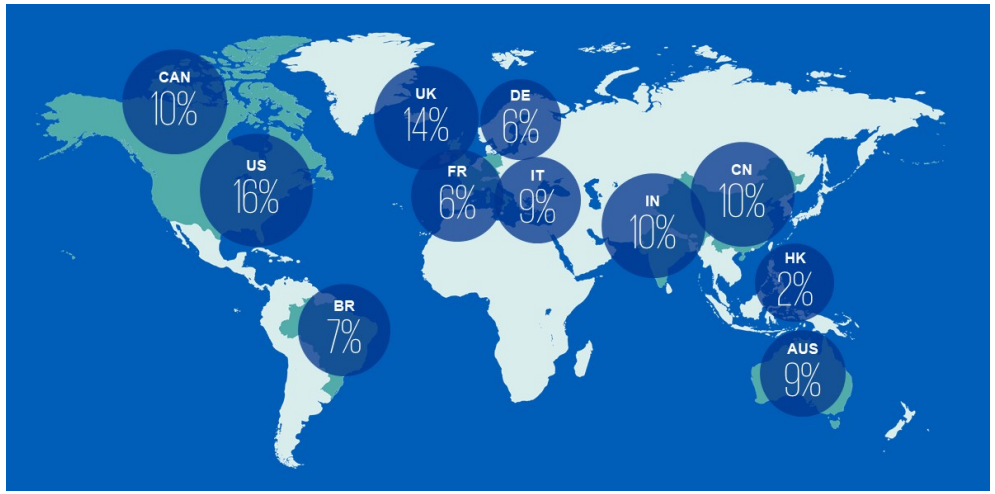
Research-based findings on Connected Capabilities

KPMG International commissioned Forrester Consulting to explore the impact of COVID-19 on organizations' digital transformation strategies



Respondent breakdown by geography

Interviews: Survey of 780 digital transformation strategy leaders in 10 countries

Which Industries : Healthcare provider, life sciences, government, human/social services, CPG, retail, insurance, asset management, banking (retail, mortgage, commercial), industrial manufacturing, technology, telecommunications services

When: May - July 2020

1. The C-suite is driving the digital transformation strategic agenda, with the technology leaders playing a very significant role

2. Finance is also playing a major role to ensure organizations are making the right "digital bets" & obtain a return on their investments.

Source: A commissioned study conducted by Forrester Consulting on behalf of KPMG, July 2020

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Become a Connected Enterprise

High-performing organizations are getting connected by making significant investments across

8 Connected Enterprise capabilities

Source: A commissioned study conducted by Forrester Consulting on behalf of KPMG, every year since 2018.
Base: 1,299 professionals involved with customer-centric strategy decisions.
The research is conducted on a sector specific basis. Each capability is enabled by 5 level 2 capabilities. Maturity statements on each one are gathered and provide the quantified evidence base.

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03

Drive transformation through the entire organization

> 2021 will be the year that a majority of companies — not just the 15% of firms that were already digitally savvy — will fund a portfolio of investments in technology-fueled experiences, operations, products, and ecosystems.

Forrester, Predictions 2021: Digital Business

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The future of digitalization is closely linked to the future of your sector

Build a bridge between your strategy and your business operations, while leveraging the power of technology

1. **Rethink your strategy in the New Reality**

   Understand the Future Of your industry, capture all signals and interpret them to assess your strategy

2. **Transform your organization around your customer**

   Take your customer's perspective to review your organization, break silos to ensure customer-centric operations

3. **Harness the power of technology**

   Ensure that every digital initiative is aligned with your strategy and customer perspective

4. **Become a Connected Enterprise**

   Adapt and steer pro-actively on market, customer and ecosystem signals

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04

The Future is Bright, the Future is Agile

> 67% of CEOs believe acting with agility is the new currency of business

Source : KPMG Global CEO Outlook

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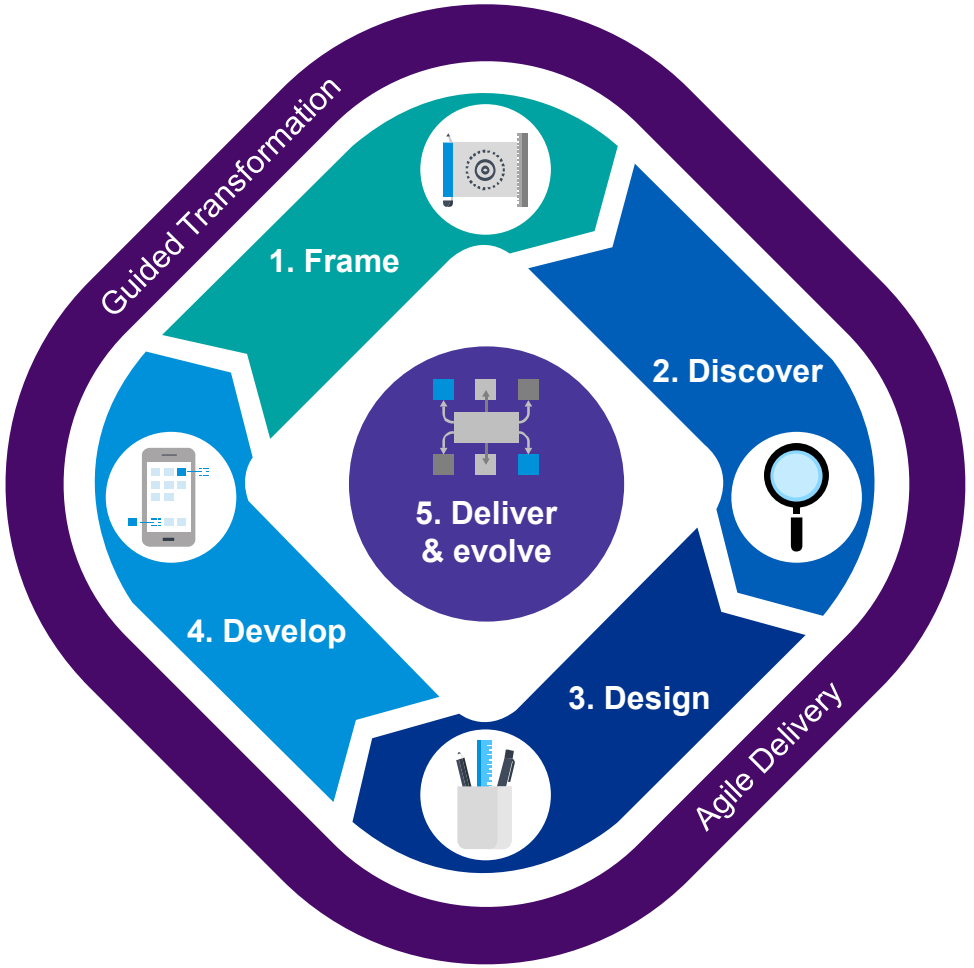
The future is Agile

To be successful, organizations need to be agile, to rethink their futures, reposition and reinvent themselves constantly



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Drive transformation through the entire organization

Frame your digital transformation in the context which delivers the greatest value

Enterprise Level

Defines how to rebuild the enterprise around the customer for a borderless, digitally enabled organization

Operational Level

Delivers solutions which connect the organization, power the functions and build stakeholder trust

Technology Level

Enables change with modern technology designed, developed and delivered for value

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05

How can you thrive in this new Digital Reality ?

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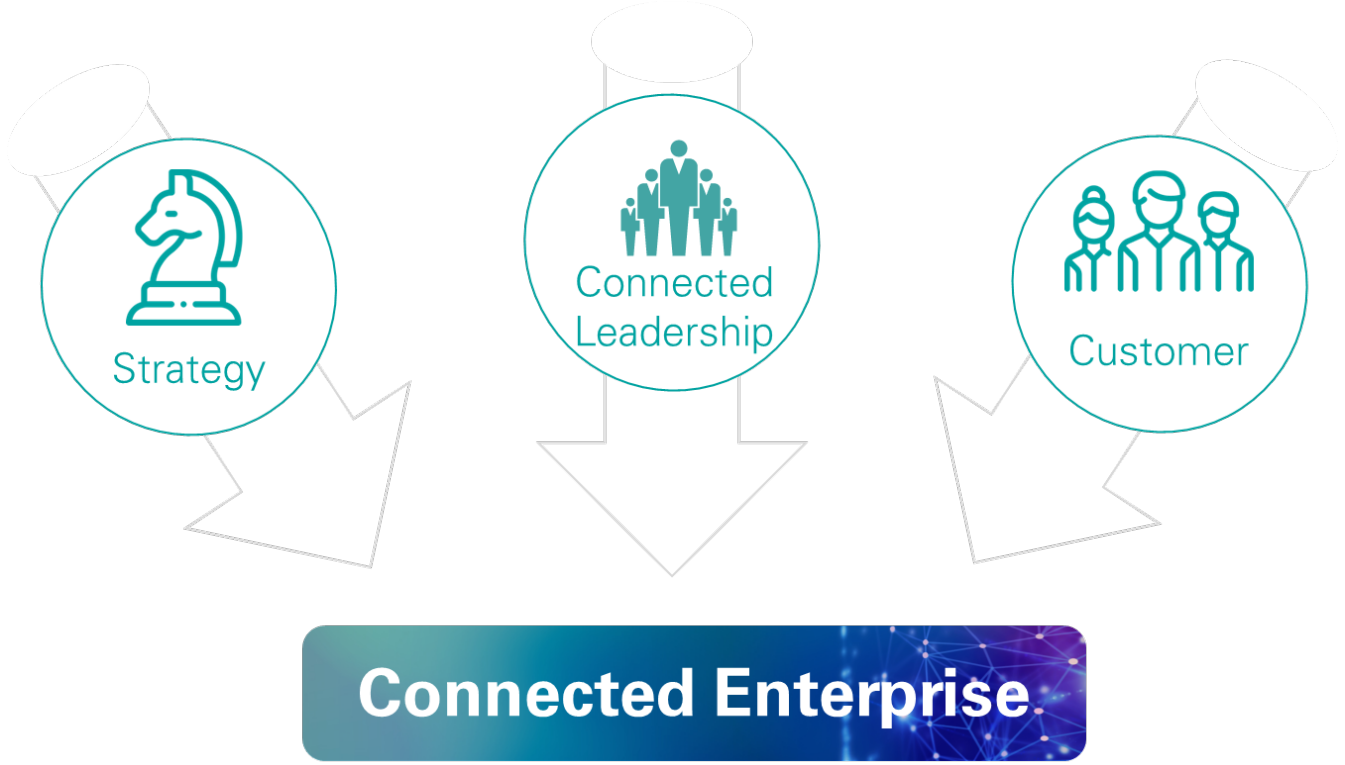
Become a Connected Leader and accelerate your digital transformation

The Connected Leader embraces changes and adapts to ecosystem signals ; he steers and unifies – breaking silo's and connecting the dots



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Become a customer-centric, digitally-enabled business, engineered for profitable growth.

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