



Switch up customer engagement

KPMG Powered Enterprise | Marketing, Sales and Service

enabled by Salesforce

2022

Transform with leading practice at your fingertips

Preparing for the future starts with a customer-centric strategy. With customers empowered to easily switch products or providers, it's critical to provide the right service in the right channel at the right time. Any strategy to meet this need will require a connected front office able to leverage almost every company-wide resource — all the while improving the customer experience and reducing cost.

Choose to enhance the value of your marketing, sales and service

Armed with more information than ever before, today's customers are reshaping how they buy. To find success, organisations will need to understand motivations and meet their customers on their own terms. As large-scale data capture creates ever-more intimate portraits of customers, analytics will provide new insights about what to sell, who to sell it to, and how to sell it.

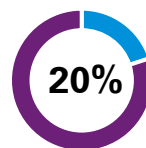
Today's customers do not distinguish between marketing, sales, and service when they interact with a business. So these historically separate functions need to establish cross-functional business processes to break down traditional silos. The case for a connected front office is clear as all three functions deal with the same customers, contribute to the overall customer experience, and harvest the all-important commodity of customer data.

Introducing Powered Enterprise | Marketing, Sales and Service

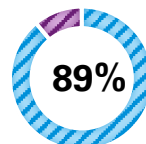
KPMG's Powered Marketing, Sales and Service enabled by Salesforce is a transformation solution, bringing the connected front office to life. It combines deep process knowledge with cloud technology, automation and global delivery capabilities to maximise performance, efficiency, and value.

Pre-built accelerators allow customers to tap straight into advanced organisational design, leading technology, processes, and operating models. It builds on decades of experience and investment in business processes and technology applications. Through Powered Marketing, Sales and Service, KPMG shows customers the art of what's possible and works with them to achieve it.

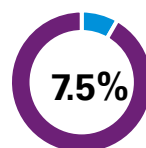
Imagine your marketing, sales and service functions with...



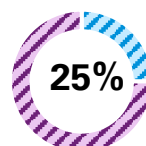
20% more customer coverage



89% of customers retained



7.5% lower average cost to sell annually



25% reduction in customer attrition

Empower your organisation to deliver improved value to both your business and your customer:

Powered Enterprise | Marketing: Following the customer and creating multi-channel personalised experiences demands a flexible, integrated infrastructure, Powered Marketing focuses on easily integrated, scalable open-access solutions.

Powered Enterprise | Sales: Powered Sales can help show the way, automating low value-added activities for customers and salespeople, or offloading them to lower-cost resources.

Powered Enterprise | Service: Powered Service can help re-make your organisation as a digitally integrated enterprise, positioning 'benefit to the customer' as a guiding light, informing all strategy, execution, and behaviour.

What's in the box?

Powered Marketing, Sales and Service provides a combination of leading practices, processes and tested technology solutions underpinned by a next-generation delivery framework.

- **KPMG Target Operating Model** shapes how transformation plays through every layer of your organisation
- **KPMG Powered Execution Suite** is an integrated platform of next generation tools to help deliver functional transformation
- **KPMG Powered Evolution provides access to specialised resources to drive continuing evolution**



Immediate access to leading marketing, sales and service practices and processes



Reduced implementation risks and enhanced ROI



Inclusive change management and employee experience



A solid platform for ongoing evolution and progress.

kpmg.com/uk/poweredcustomer

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With KPMG Powered Marketing, Sales and Service enabled by Salesforce, your organisation can:

- **Transform** the way you run your business
- Build **agile functions** that evolve as you grow
- Help your people to **adopt and embrace change**
- **Exploit new technologies** for value and performance
- **Drive future success** with the latest leading practice
- **Optimise service delivery** and use of data for competitive advantage.



KPMG's alliance with Salesforce, a market leader in integrated customer relationship management (CRM) platforms, helps clients align all operations across the enterprise and enable an integrated customer journey.

What comes next is powered by KPMG

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