



Reimagining the role of customer insight



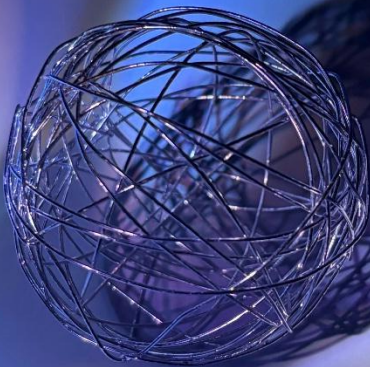
The imperative to transform insight

Those acting decisively will unlock faster insights, better decisions and more growth



The value an insight transformation should target

Better, faster and cheaper insight drives growth and cuts operating cost



Better advice



Faster insights



Cheaper to run



Drives growth



Insight improvement

Function elevated to trusted business partners.

Instant synthesis of insight across multiple sources – key decisions in minutes.

AI Agents accelerate insight processes, from design to analysis and activation.

Customer Insight hardwired into business operations, guiding investments and growth strategy.

Outcome



Customer evidence at the heart of decision-making.

Value opportunities realised ahead of competitors.

30%+ cheaper to run, which pays for costs to transform.

Increased revenues and market share.

\$1bn

saved via improved support initiatives (European manufacturer).

£200m

retention boost unlocked via journey improvement (UK telecoms).

£4m p/a

reduced costs of insight over 3 years (Financial provider).

+3ppts

market share uplift across core markets, via insight embedded into front office decisioning (CPG).

The stakeholders driving change

Key roles must work together to make insight transformation succeed.

Stakeholders right across the organisation stand to benefit from transforming insight, whether to strengthen customer centricity, reduce costs or revitalise their team’s role. These include:



I want the customer at the heart of how we grow.”

CEOs

Motivation for change	Status Quo	Ideal state
• Driving a transformation agenda focused on growth • Seeking decisions grounded in robust customer evidence	• Insight lacks influence at the top table • Past decisions not consistently informed by customer realities • Insight seen as “Expensive procurers of 3rd party research”	• Insight embedded as a strategic advisor to the C-suite • Clear foresight on opportunities and how to leverage them • Teams held to account in being customer-led



I want integrated intelligence at lower cost.”

CMOs

Motivation for change	Status Quo	Ideal state
• Need for faster, sharper decisions • Pressure to deliver more impact within tighter marketing budgets	• Fragmented insight with limited strategic value • Insight teams not embedded in business processes • Insight perceived as a cost centre rather than growth lever	• Real-time, AI-led intelligence at my fingertips • Bold, anticipatory, tailored, actionable insights • Fully-integrated business partners



Make us indispensable value generators.”

Heads of Insight

Motivation for change	Status Quo	Ideal state
• Desire to modernise and innovate • Concern around declining relevance • Need for organisational backing to accelerate change	• Limited access to unified data • Structural and skill gaps across the team. • Manual workload restricting strategic contribution • Inability to meet rising demand	• Strong alignment with business • Automated processes freeing up team to advise and innovate • High value delivered within existing budgets

Evolving insight now pays for itself

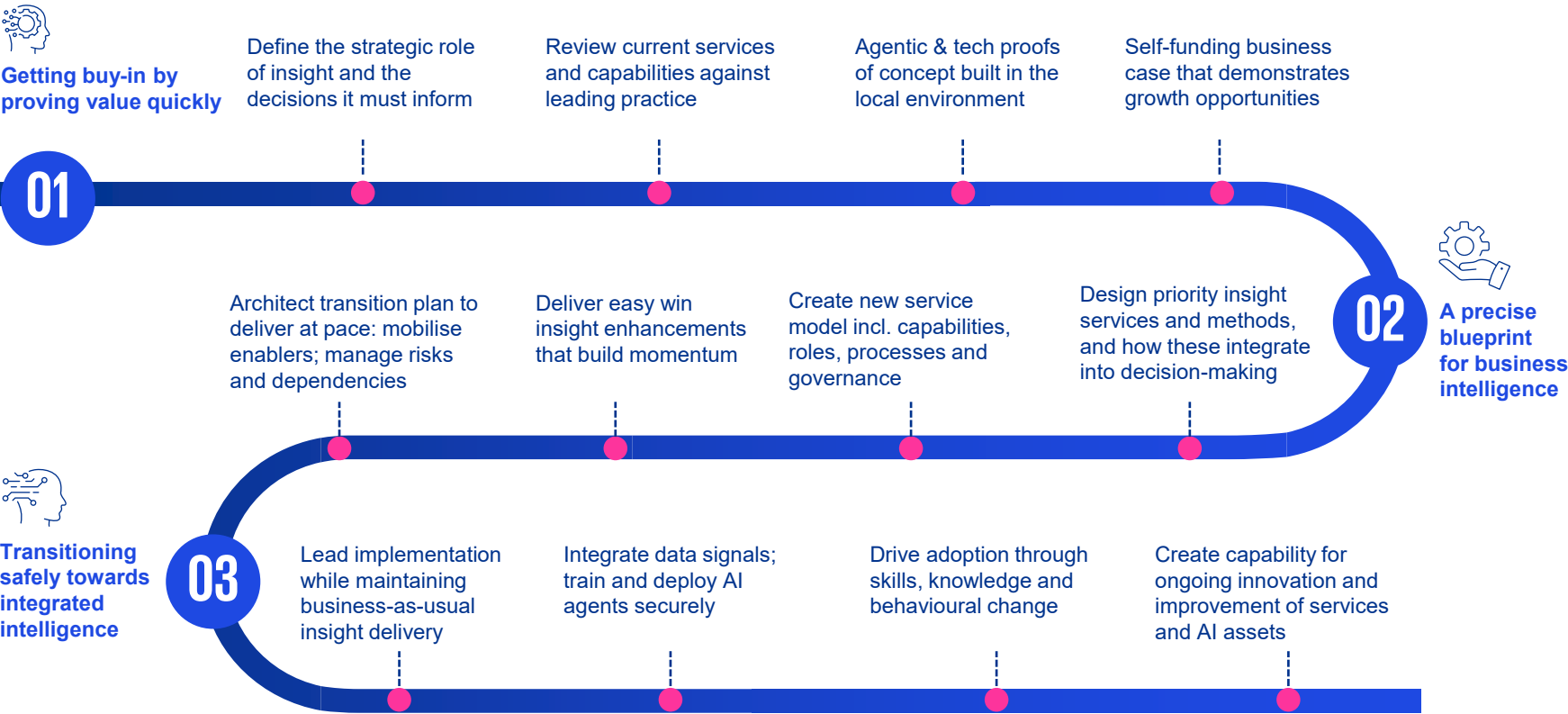
Early movers are pulling ahead, enjoying a substantial competitive advantage at no additional cost.

Amongst them we see five key capability shifts. The first of these, scaled Agentic AI deployment, cuts running costs whilst unlocking the remaining changes needed



How KPMG helps leading organisations transform their insight function

KPMG works with organisations to radically modernise their insight, building integrated customer intelligence capabilities. These transformations position insight as a core business partner and trusted source for evidence-led decision-making. They are delivered on a cost-neutral basis, with efficiency gains and incremental growth funding the change.



Typical Outcomes

- Insight delivered faster and at scale
- Lower costs to run and less dependent on 3rd parties
- Stakeholders inspired by trusted insight partners
- Improved customer intelligence supercharges growth



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