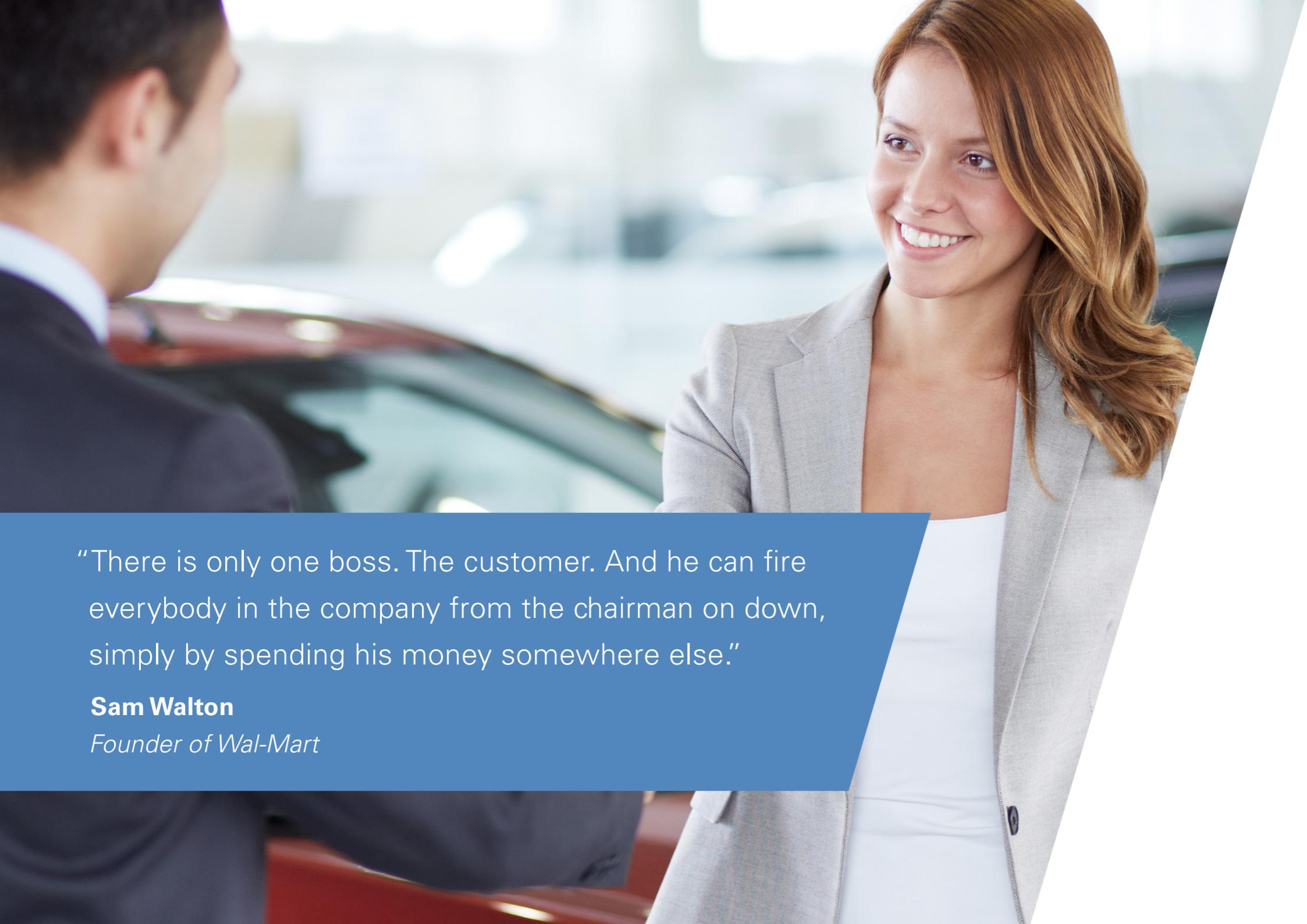




CUSTOMER EXPERIENCE PROPOSITION



**CUSTOMER
EXPERIENCE**
CUSTOMER CENTER OF EXCELLENCE



“There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.”

Sam Walton
Founder of Wal-Mart

This document is intended for KPMG employees only and is not intended to be shared with clients. It provides an overview of our global proposition for supporting our clients with their toughest customer experience challenges. Information contained within this document can be reused to create tailored client specific propositions.



What is Customer Experience?

It is the sum of all experiences a customer has with a supplier of goods and/or services, over the duration of their relationship with that supplier. This can include awareness, discovery, attraction, interaction, purchase, use, cultivation and advocacy.

Why Customer Experience Management Matters?

Your customers are increasingly differentiating their interactions with you based on CX.



- ### Top Reasons Why Customers Switch Brands
1. Interaction with a rude employee
 2. Unexpected charge or fee
 3. Poor quality of product or service

Source: Zendesk, 2011, RightNow, Harris Interactive, American Express 2011



Our Top Five Recommendations

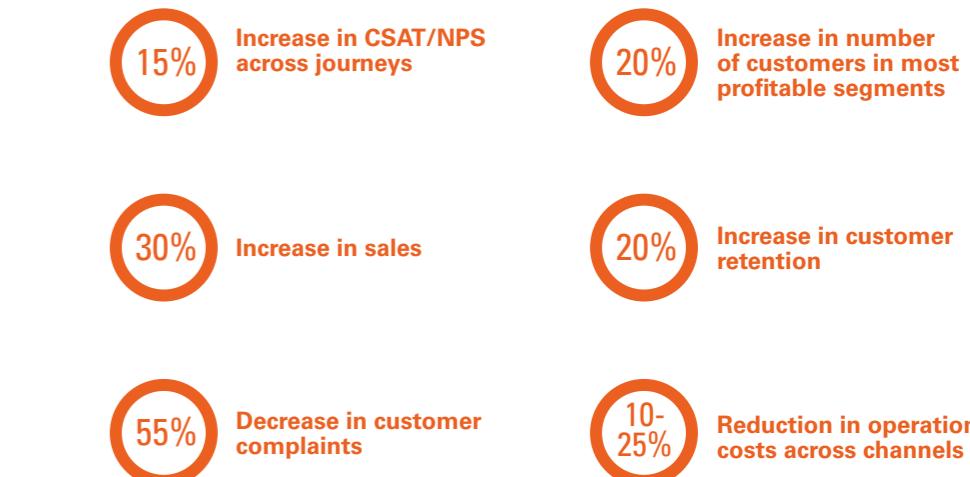
1. Understand and realign the commitments you've made across your organisation with your customers expectations
2. Simplify how you classify and interact with your customers by diving deep into their motivations, behaviours, and desires
3. Apply a cost lens to each of the key moments of truth to focus on those interactions that create the greatest value to you and which provide the best experiences for your customers
4. Transform experiences from your customers point of view, involving a rethink on cultural, people, process and digital so that you can deliver on your brand promise each and every time
5. Put in place the right governance, metrics and tools to not only listen to your customers but to act upon their insights every day, every week, every year.

We can help you deliver superior results

We believe that applying data analysis techniques can unlock your customers' true motivation and the way they interact with your business. CX allows you to better get to the customer pain points that really matter and in our view is a tool that allows you (our clients) to focus on achieving:

- Operational cost reduction;
- Enhanced satisfaction advocacy loyalty and trust;
- Increased revenue & growth; and
- Lower churn / increased retention

The very best customer service organisations we have worked with typically deliver:



Our Approach to CX Transformation

We give you insight into what your customers experience, analysing what they value, diagnosing problems and redesigning processes and interactions to deliver improved financial returns. By mapping customer journeys, researching customers and analysing data, we help you to redesign your customer interactions, to delight customers and to increase growth.

OUR METHODS

1. Vision & Strategy Setting

We will create an original and compelling vision of customer experience and the strategy to get you there.

- Customer focussed
- Profitable
- Optimal customer value

2. Journey Prioritisation

We will identify the customer journeys that really matter — to your customers and that drive value for you.

- Rapid
- Data-driven
- Robust

3. Journey Diagnostic

For your most important journeys we will help you understand your customers interactions with you and how you perform against your brand promise.

- Value-focussed
- Behavioural insights

4. Journey Transformation

Your customers future interactions with you will be redesigned by balancing the optimum mix of new technologies, processes and people capabilities.

- Effective and efficient
- Digitally enabled
- Customer culture

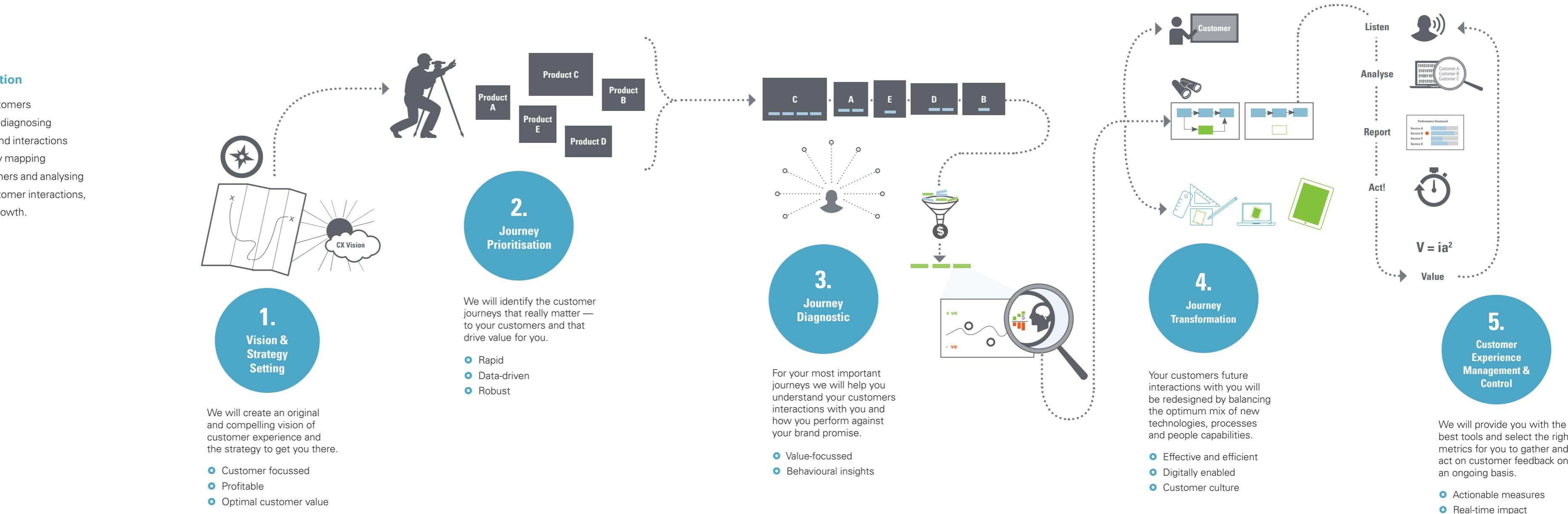
5. Customer Experience Management & Control

We will provide you with the best tools and select the right metrics for you to gather and act on customer feedback on an ongoing basis.

- Actionable measures
- Real-time impact

6. Continuous Improvement

7. CX Transformation



“Get closer than ever to your customers.
So close that you tell them what they need
well before they realize it themselves.”

Steve Jobs



Why KPMG is different and what we bring

We bring a unique blend of qualitative, quantitative and data driven insights that unlock real customer motivations. We go beyond journey maps to apply a deep understanding of the cost of customer interactions on your organisation. Understanding the current state is one important however bringing contemporary innovation theory and practice to create meaningful new customer experiences is where we excel.

Beyond NPS

Net Promoter Score™ (NPS) is without question a valuable customer loyalty metric used by organisations across the world. KPMG believes that metrics without true customer insights on behavioural motivations, and, importantly, without the insights that lead to improvement action ultimately fail the organisation and the customer.

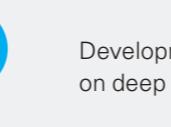
Our simple formula for driving Customer Experience value is as follows:

$$V = ia^2$$

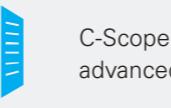
value insight actions

A tiny amount of insight x action² creates an incredible amount of value to our clients understanding of their customers experiences.

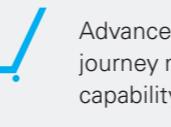
Our unique offering



Development of current state and future journey maps based on deep understanding of behavioural motivations



C-Scope Customer Experience Analytics platform to provide advanced customer data driven insights



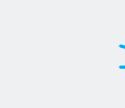
Advanced visualisation tool to generate consistent high quality journey maps for any situation supported by creative design capability for bespoke client visualisations



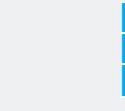
Journey mapping tools that provide different lenses to suit client situations. Applying a cost lens is unique and plays to KPMG brand heritage



A proven, robust and fully developed customer experience method (with supporting tools, templates and training material) from the UK, US and Czech Republic



A powerful software tool to support the design and development lifecycle, helping to accelerate the identification of client requirements for customer experience projects



ThinkCube™ innovation tool to drive truly creative thinking by combining non-traditional thought processes

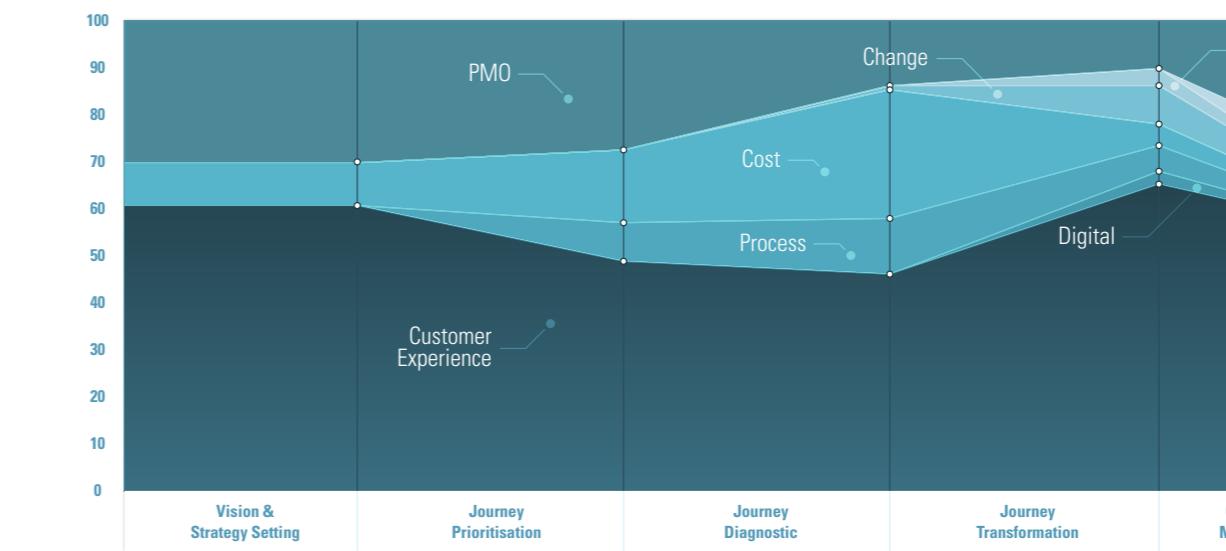


Persona grids that map out current state motivational drivers and steps to change customer oriented behaviours and superior performance of customer-facing workforce



Project Team Composition & Potential Fees

The following figure provides an indication of the relative proportion of skills required to successfully transform a clients customer experience. The nature of the "Transformation Journey" stage is such that transformation opportunities will vary from engagement to engagement, for example we would draw your attention to the relatively light proportion of digital design and development effort indicated in this example.



8 weeks	8 weeks	12 weeks	12 weeks	8 weeks
12	13	25	35	8
\$1,120,000	\$1,300,000	\$3,790,000	\$4,870,000	\$830,000

Contact us

For more information on our CX capabilities feel free to contact us:

Hugh O'Reilly

T: +44 (0) 7710 603 089
E: hugh.oreilly@kpmg.co.uk

Marty Herbert

T: +44 (0) 7766 922 235
E: martin.herbert@kpmg.co.uk
www.kpmg.co.uk

www.kpmg.com

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