



# Experience centricity by design

KPMG Connected Enterprise

2023

**For the connected enterprise, experience is everything. Customers expect consistent, effortless experiences across industries and time after time. To ensure experiences that regularly meet and exceed customer expectations, you should be intentional. By designing and orchestrating seamless and personal customer, employee and partner experiences alike, you can improve your reputation with customers and build teams that understand your business's overarching vision.**

Developing experiences that incorporate CX economics, underpin your customer value proposition and nurture loyalty across touch points, can help give your customers reasons to return.

Unlock opportunities for transformation, create and carry out a plan for change, and aim to continuously manage and enhance the experience for success.

## Key considerations

- Does your strategy cover all channels and touchpoints to ensure consistency across product, prices and promotions?
- Do you approach customer experience design from both the inside-out and the outside-in?
- Can you respond to rapidly evolving customer and marketplace dynamics?
- Can you effectively design and deliver integrated interactions across both machine-based and human-driven touch points?
- Do you continuously manage the economics of customer journey across product offerings, balancing both customer demands and the cost of delivery?
- Do you measure customer interaction across different products, delivered across various channels, using multiple KPIs?

## How can KPMG professionals help?

Developing the best customer experience roadmap, assessing your existing technology and processes and how these reflect customer expectations.

Identifying what 'good' looks like for your organization and building a framework that can help you deliver value to the business and the customer.

Collating data from multiple sources to identify customers' needs and predicting how these might change.

## Connecting an airport to deliver customer centricity

A KPMG member firm helped one of the world's busiest airports to compete on customer experience. The KPMG team used innovative digital tools to design a broad-ranging outside-in view of the current physical and emotional customer experience and, through our creative techniques, designed an entirely new business model that could help to enhance customer experience and generate additional revenues.

KPMG professionals helped the client offer benefits for their customers across the airport ecosystem, for example by reducing customer delays and inconvenience in the hire car returns process by incorporating laser scanning to check for damage. Similar improvements are being implemented across the airport.

**We are always on your side.**

## What does a connected enterprise look like?

Some of the most successful organizations exhibit eight characteristics that span various aspects of the enterprise. The capabilities of front office, middle office and back office integrate to support the brands, products and services, interactions and workforce.



\*Note: Base: 1,299 professionals involved with customer-centric strategy decisions. Source: A commissioned study conducted by Forrester Consulting on behalf of KPMG, September 2018

## Make the connection

Generate business value at various stages of your transformation journey.

Build an insights-driven, digital and customer centric business.

Empower and enable your people to align the organization for agility and performance.

Engineer secure architectures to enable agile, high-speed innovation.

## Contact us



**Ross Macallister**  
Managing Partner  
Head of Consulting  
[rossmacallister@kpmg.com.vn](mailto:rossmacallister@kpmg.com.vn)



**Lam Thi Ngoc Hao**  
Partner, Consulting  
Head of Business Transformation  
[lnlam@kpmg.com.vn](mailto:lnlam@kpmg.com.vn)



**Phuc Nguyen**  
Partner, Consulting  
Head of Customer & Operations  
[phuctnnguyen@kpmg.com.vn](mailto:phuctnnguyen@kpmg.com.vn)



**Will Nguyen**  
Partner, Consulting  
Head of Technology Consulting  
[williamnguyen@kpmg.com.vn](mailto:williamnguyen@kpmg.com.vn)

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2024 KPMG Limited, KPMG Tax and Advisory Limited, KPMG Law Limited, KPMG Services Company Limited, all Vietnamese one member limited liability companies and member firms of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.



Scan to visit our website: [kpmg.com.vn](http://kpmg.com.vn)  
Email: [info@kpmg.com.vn](mailto:info@kpmg.com.vn)