



Seamless interactions and commerce

KPMG Connected Enterprise for Banking

The connected bank is a relationship business, engaging with prospects and customers at multiple touchpoints and ensuring an integrated experience across them. A seamless, personalized experience helps to build trust and encourages your customers to return.

For the past two decades, banks have been extending their services across a broader range of channels, devices and points of contact. The result is a 1,000 percent increase in the number of customer touchpoints,¹ with demand for personalized, contextual experiences anytime, anywhere.

Today's customer demands optionality on their terms, both physically and digitally. Whether your advertisements pop up on their social media feed, they use your webchat, or walk into one of your branches, your bank must be able to respond with a seamless, integrated and consistently high level of engagement.

Key considerations for the bank

- Are you able to leverage a full range of digital marketing solutions to ensure that effective lead generation, conversion, cross-sell, up-sell and retention activities are supported?
- Do you have an integrated suite of analytic capabilities to manage, assess and optimize the effectiveness of your bank's marketing campaigns?
- Is your design informed by a single source of customer insight (e.g., product holdings, contact history, next best actions) to ensure it meets customer expectations at every stage?
- Are your product information management and content management systems customizable to drive value?
- Do you have intelligent, automated onboarding journeys that minimize customer effort and achieve straight-through processing?
- Are you able to use multiple internal and external data sources (structured and unstructured) to drive intelligent decisioning?
- Are you using digitally enabled service management tools to minimize customer and customer-facing employee effort?
- Do you have high levels of service effectiveness, driving loyalty and minimizing complaints?

How can KPMG firms help?

KPMG professionals can help **power personalized conversations** using data and insights, based on your customer's financial behaviors, wants and needs, and **optimize your marketing spend**.

Enhance your marketing technology ecosystem, so that you shift from being a 'brand-first' to a '**customer-first**' bank.

Mobilize our experienced design teams to help ensure a focus on engineering customer journeys that can offer the optimal blend of positive experience and operational performance.

Improve the way your customer-facing employees work, using AI and cognitive technology to offer them content, or suggesting steps to an even more seamless experience.

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Reference 1: Moving Toward the Connected Enterprise, KPMG, October 2018

Striving toward cohesive customer engagement

When a leading US bank wanted to radically improve their customer experience, KPMG in the US was ready to support. The team developed and helped to implement a disruptive digital-first strategy that was designed to deliver significant improvements to the client, their employees and their customers.

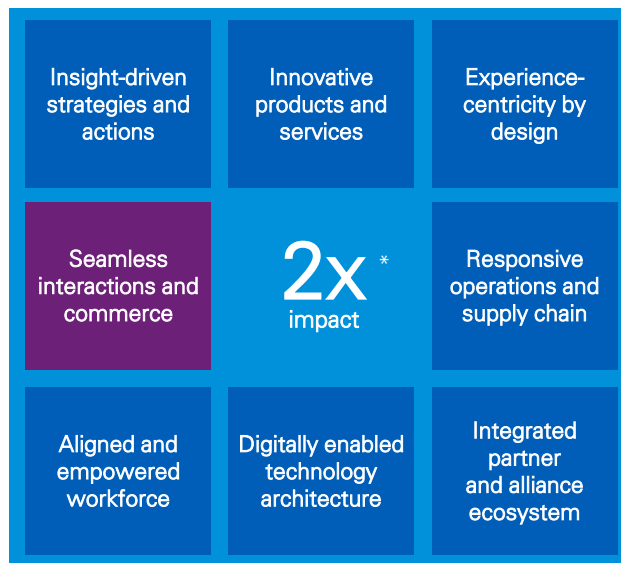
Mobilizing our Data Centre of Excellence and machine learning engineers from Google, our team built a virtual agent that could seamlessly classify and respond to customer emails, moving away from the previously manual system of response.

The bank was able to deliver significant improvements to its customer experience and reduce the cost of customer engagement through intelligent automation and data-driven insights.

We deliver results that matter.

What does a connected bank look like?

The most successful banks exhibit eight characteristics that span all aspects of the enterprise. The capabilities of front office, middle office and back office integrate seamlessly to support the brands, products and services, interactions and workforce, and deliver against ever-changing and heightened expectations.



*Base: 1,299 professionals involved with customer-centric strategy decisions.

Source: A commissioned study conducted by Forrester Consulting on behalf of KPMG, September 2018.



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Leverage the KPMG alliances to help achieve more partnerships to drive seamless engagement with your customers

- KPMG professionals can help you build a powerful, connected marketing ecosystem that will allow you to put customer engagement at the center of your business. KPMG firms have alliances with the likes of **Salesforce, Microsoft Dynamics and Eloqua**.
- Understand customer behavior to make engagement more seamless and efficient, regardless of channel. Our alliances with **Google AI Cloud, Thunderhead and [24]7.ai** can enable your bank to uncover real-time journey insight, which is actionable and drives value creation.