



Insight-driven strategies and actions

KPMG Connected Enterprise for Consumer & Retail

Every consumer and retail (C&R) business is a data business, because the more you know about your customers, the better you can meet their needs. A connected enterprise gathers the right data and makes that data work smarter. At a time when customers are increasingly eager for effective, connected experiences, companies possessing consumer insights are better positioned to address changing needs and wants, and to monitor the health of their business as well.

With a connected enterprise roadmap, and tools to meet your company's unique needs, you can harness data, parse analytics, and distill actionable insights. You can get a real-time, multidimensional view of your customers, helping you develop effective customer strategies and a personalized approach to executing them.

In today's consumer driven world, staying ahead of global shifts in social, technological, and geopolitical trends is key to success. KPMG Connected Enterprise lets you measure customer sentiment around the world and harness data from social media, online surveys, and transactions. You can develop insights leading to actionable strategies and turn them into opportunities that yield value.

How KPMG can help

- Developing an enterprise data and insights strategy, with a measurement framework and the insight ecosystem to support it
- Assessing and integrating data assets across departments and systems, aligning with the voice of the customer to create a coherent picture
- Implementing a bespoke framework, which is designed to enable you to understand your customers' behavior, and where to invest to meet their expectations
- Using predictive analytics to anticipate customer needs, personalize the experience, and improve the customer experience overall



It's "game on" for the phygital fan experience

A global organization needed a special team to create one of the world's first "smart" stadiums of the future and KPMG was there to bring them across the finish line. A data-driven ecosystem now guides fans from home to their seats via smartphone, while monitoring everything from the playing field's grass health to beer consumption during events. Clearly this ambitious initiative is a winner.

We deliver the results that matter.

What does a connected enterprise look like?

The most successful C&R organizations exhibit eight characteristics that span all aspects of their enterprise. The capabilities of front, middle, and back office integrate efficiently to support the brands, products and services, interactions, and workforce.

Make the connection

- Generate business value at every stage of your transformation journey
- Build an insights-driven, digital, and customer experience centric business
- Empower and enable your people to align the organization for agility and performance
- Engineer secure architectures to enable agile, high-speed innovation



KPMG Connected Enterprise for Consumer & Retail look like?

Connected C&R is an approach, supported by a suite of customizable technology designed expressly for C&R businesses. It connects all areas of your organization, and it connects you with your customers across all digital channels. By capturing more accurate and impactful consumer information, you can develop insights to inform your decision-making. KPMG Connected Enterprise moves you from siloed to efficient and turns intelligence into action plans. See what it can do for you.

Contact us



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