



Seamless interactions and commerce

KPMG Connected Enterprise for Consumer & Retail

Creating a connected enterprise is a relationship business, engaging with prospects and customers at multiple touchpoints and ensuring an integrated experience across them. An efficient, personalized experience helps consumer and retail (C&R) companies build trust and encourages customers to return.

No matter where your customers meet you—whether through marketing, sales and service domains and channels—communicating relevant, tailored content will help them along the journey. Moreover, the right product information management systems, content management systems, and security systems can work together to produce business-boosting results.

With the boundaries between marketing, sales, and service blurring, establishing systems that support common goals for each and promote ease of use and security can go a long way in serving your customers.

Key considerations

- Is your experience design informed by user insights and needs, and does it meet customer expectations at every stage?
- Do you have effective communication channels in place to serve customers both internally and externally?
- Are your product information management and content management systems customizable to drive value?
- Can your platform integrate internal systems with partners and third-party providers?
- Do you apply industry leading practices for security, privacy, and fraud detection in safeguarding end-consumer and trade-customer data?
- Do you continuously test for system vulnerabilities as well as transaction vulnerabilities?



How KPMG can help

- Understanding and tracking the true economics of customer experience—right down to the individual journey and the level of interaction
- Designing and engineering customer journeys that can offer the optimal blend of positive experience and operational performance
- Providing the tools to enable businesses to continuously improve and adapt journeys to deliver the very best business outcomes
- Leveraging the power of data to anticipate what customers will want and need before they even interact with you—and automating elements of this process using sophisticated artificial intelligence (AI)
- Enhancing the way your customer-facing employees already work, using AI and cognitive technology to offer them content, or suggesting steps to an even more efficient experience



Embrace disruption now – your business will thank you later

When one of the world’s largest corporations wanted to radically transform their customer experience, a KPMG team was ready to support. KPMG developed and implemented a disruptive digital-first strategy to deliver significant improvements to this organization, its employees and their customers.

KPMG professionals designed the customer strategy, including new segmentation based on rich insight, and built around customer personas. They developed target state customer journeys integrated with new technologies. And the KPMG team worked side-by-side with business leaders to support behavioral change, delivering a renewed focus on continual customer experience improvement.

This organization has achieved improved employee engagement, customer satisfaction, and operational efficiencies, all supporting improved and sustainable financial performance.

We deliver results that matter.

What does a Connected Enterprise look like?

The most successful organizations exhibit eight characteristics that span all aspects of the enterprise. The capabilities of front office, middle office 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

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



Matt Kramer
National Sector Leader,
Consumer & Retail
KPMG LLP
T: 614-241-4666
E: mattkramer@kpmg.com



Duleep Rodrigo
National Advisory Leader,
Consumer & Retail
KPMG LLP
T: 213-817-3150
E: drodrigo@kpmg.com



Sam Ganga
National Consulting Leader,
Consumer & Retail
KPMG LLP
T: 312-665-1736
E: sganga@kpmg.com



Sunder Ramakrishnan
Principal, Advisory Strategy
KPMG LLP
T: 212-739-6328
E: hsramakrishnan@kpmg.com

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

kpmg.com/socialmedia



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 endeavor 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 upon such information without appropriate professional advice after a thorough examination of the particular situation.

© 2022 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. NDP373050-1D

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