



Experience-centricity by design

KPMG Connected Enterprise for Life Sciences

Today, providers and patients expect consistent, effortless experiences time after time. That's why a Connected Enterprise is completely focused on meeting—and regularly exceeding—those expectations. A Connected Enterprise concentrates on delivering seamless experiences for all.



» It's difficult to do business when inconsistent data across platforms means there's no transparency along the value chain. But becoming a Connected Enterprise changes the game. By design, the business and technology stack work to deliver a better experience to your people, patients, providers and partners.

» Business and technological transformation, achieved with the deep expertise of KPMG, allows you to develop insight-driven strategies and execute them quickly and effectively. We can help you unlock opportunities in transformation, create and carry out a plan for change, and build for success.



Key considerations

- 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 KPMG can help

- Developing the best customer experience roadmap and assessing your existing technology and processes
- Identifying what “good” looks like for your organization and building a framework that helps you deliver value to providers and patients
- Collating data from multiple sources to identify customers' needs and assessing how they might evolve

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Aligning an organization around a 'north star'

A global Life Sciences distributor faced challenges meeting customer and organizational needs due to outdated technology and siloed processes. The client invested in a multi-year digital transformation of its front office and asked KPMG to help maximize organizational value.

KPMG defined a digital front office vision, aligning the organization around a "north star" and developing a detailed view of the future state provider journey. KPMG also built a prioritization model with defined value/complexity levers and corresponding KPIs, as well as an actionable, value-based, multi-year capabilities horizon roadmap to accelerate path-to-value and drive customer centricity.

We deliver the 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 seamlessly to support your 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 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



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