

Digital Product Management

Experience-centricity by design

KPMG Connected Enterprise for Financial Services

In today's rapidly changing customer landscape, an increasing number of financial services firms are embracing a customer-focused approach and transforming into Connected Enterprises by empowering Digital Product Management teams to harness insights into action.



Driving Success in the Connected Era: The Power of Digital Product Management

Effective Digital Product Management facilitates innovative problem solving by bringing together the perspective of business, technology, and designers with a connected focus on the customer. Our perspective on Digital Product Management offers a comprehensive framework for crafting, steering, and refining both digital and traditional offerings. This approach promotes operational efficiencies and drives focus on superior customer value, thus setting the course for continuous growth and evolution in the digital age.

Pushing the Limits: Advancing with Digital Product Management

Experience Design plays a pivotal role in shaping customer-centric solutions in the dynamic world of product development. Starting with connecting with users, Design Thinking brings together cross-disciplinary groups of stakeholders to unlock business problems and overcome challenges. Through quick prototyping, storytelling and innovation, Product Managers benefit from these collaborative approaches to ideate and co-create solutions that aligns with the desires business outcomes.

Empowering Future Success through a Customer Lens

Digital Product Management enables businesses to thrive in the face of future demands by leveraging real-time customer data to adapt to changing regulations and behaviors. By fusing multiple perspectives into a strategic vision, businesses can enhance customer interactions, boost satisfaction levels, and achieve overall success in the highly consumer-centric landscape of today.



Key Considerations

- How can you align your organization behind a product-focused, value-driven vision?
- Which insights are key to driving your product strategy, and how do you keep your Digital Product Team equipped with relevant insights?
- How frequently do your Digital Product Managers hear from customers?
- How should you align your Digital Product Taxonomy and teams to enable exceptional digital experiences and rapid time to market?
- How do you leverage metrics and data to communicate the value of your product's outcomes to your organization and align it with business value or financial outcomes?



How KPMG can help

KPMG leverages its expertise in technology and finance to assist businesses in navigating the digital era and achieving success. By understanding customer needs, we develop customized strategies that not only address current challenges but also set your company up for future growth and success. With our distinctive approach, we help you create value and capitalize on opportunities in the ever-evolving digital landscape.

We focus on:

- Bridging the gap between business and technology teams for improved outcomes.
- Empowering more informed decisions with our extensive knowledge of the financial industry.
- Highlighting immediate priorities while paving the way for long-term success.
- Leveraging customer insights to rapidly and effectively tailor digital product strategies to market demands.

Case study: Customer-centric product management

KPMG partnered with a major asset management company to help develop an internal facing digital platform. The product team focused on starting with an understanding of the business outcomes and the personas involved, conducting interviews to map persona segments and needs and socializing the insights across the program team through a journey map blueprint. This allowed for more intentional experience design and improved prioritization of features to meet business objectives and build a platform which would be adopted by users.

We deliver the results that matter.

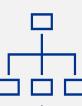
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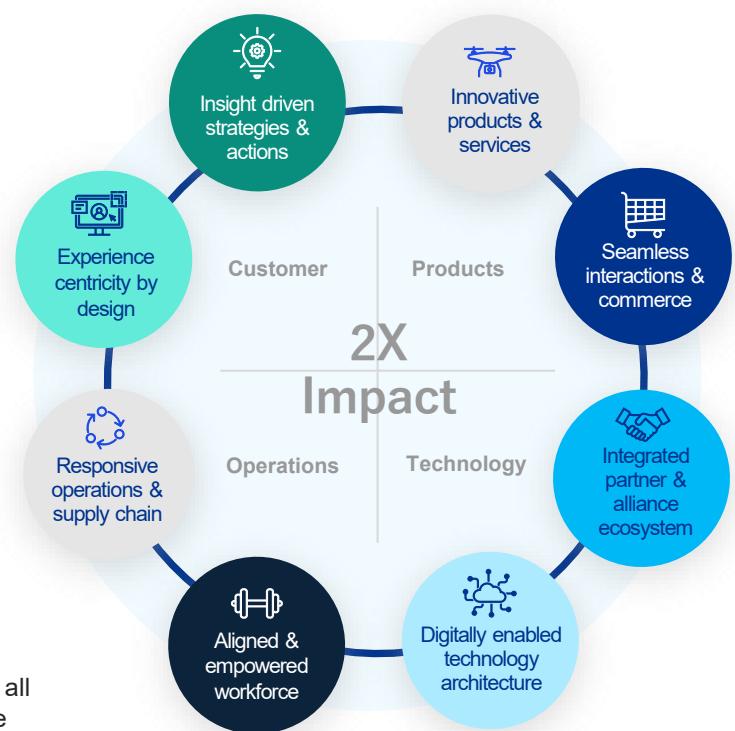
Connected Financial Services is an approach supported by a suite of customizable technology designed expressly for Financial Services businesses.

Connected Enterprise moves you from siloed to efficient and turns intelligence into action plans. It connects all areas of your organization while connecting you with your customers across all digital channels.

Discover the transformative power it holds for your business.

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 drive agile, high-speed innovation



What does a Connected Enterprise look like?

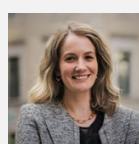
The most successful organizations exhibit eight characteristics that span all aspects of the enterprise. The capabilities of front, middle and back office integrate efficiently to support the brands, products and services, interactions, and workforce. See what it can do for you.

KPMG-commissioned research by Forrester Consulting

Contact us



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