



Digital Product Management

Insight-driven strategies and actions

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.



How can your firm become a Connected Enterprise to outpace competition and translate customer-centric insights into intentional experiences in the digital era?

» Experience as the New Currency: Differentiation through Digital Product Management in Financial Services.

The market is saturated with similar financial products and features, making pricing an inadequate sole differentiator. The new currency of differentiation lies in crafting meaningful experiences and interactions that create tangible value for customers. In this context, Digital Product Management teams become invaluable. Their connection to customer-centric insights gained through client discovery, user research, testing, and the ability to execute rapid, insight-driven decisions are pivotal in securing a competitive edge in the industry.

» Agility and Growth: Harnessing Digital Product Management for Successful Market Navigation

Through the strategic use of Digital Product Management, your enterprise can proactively navigate the uncertainties of today's fluctuating market. This approach fosters agility and swift responsiveness, while maintaining a proactive outlook on potential regulatory and consumer change. In this way, Digital Product Management not only creates a foundation for present success, but also forms a resilient framework for growth.

» Empowering Product Managers: Leveraging Data-Driven Insights for Market Responsiveness

Your organization is filled with valuable qualitative and quantitative data from various sources. Among these numerous insights, it's essential to identify key trends for effective decision-making. Skilled product managers, armed with in-depth knowledge, advocate for their users by incorporating data-driven insights into product strategies, thus improving performance and responsiveness to market needs.



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 talk to 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: Articulating Differentiators in the Mobile Banking Experience

A large regional bank collaborated with KPMG to assess its lifecycle and experience design capabilities compared to competitors. KPMG conducted various activities to enable analysis and recommendations, including a capabilities framework, competitive landscape assessment, and user segmentation. The outcomes included identifying and prioritizing over 70 opportunities to transform the mobile app experience, highlighting the significant potential for improvement.

We deliver the results that matter.

KPMG Connected Enterprise for Financial Services is backed by a thorough suite of customizable technologies specifically tailored for financial services businesses.

This suite seamlessly connects all areas of your organization and bridges the gap between you and your customers across various digital channels. By capturing precise and influential consumer information, you gain valuable insights that drive informed decision-making. KPMG Connected Enterprise transforms your operations from siloed to highly efficient, empowering you to convert intelligence into actionable plans.

Discover the transformative power it holds for your business.

Make the connection



Generate business value at every stage of your transformation journey



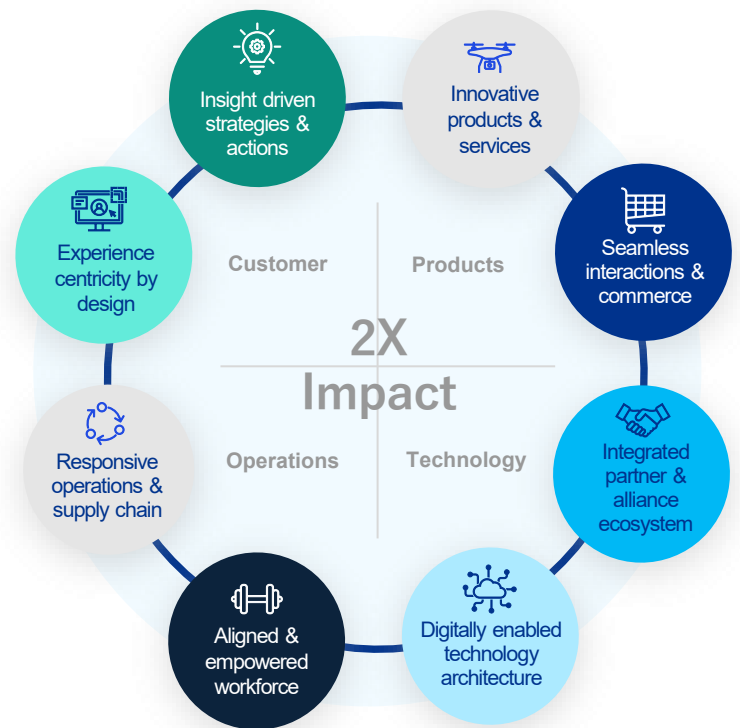
Build an insights-driven, digital, and customer-experience-centric business



Empower and enable your people to align the organization for agility and performance



Engineer secure architectures to drive agile, high-speed innovation

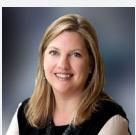


KPMG-commissioned research by Forrester Consulting

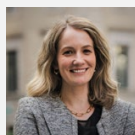
What does a Connected Enterprise look like?

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

Contact us



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