

## Digital Product Management

# Seamless interactions & commerce

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.



### Embrace a Rapidly Growing Market

In today's digital world, businesses must adapt and embrace new technologies to stay connected with what customers want. Digital Product Management is a powerful framework that enables companies to create, manage, and monitor both digital and traditional products, ensuring a seamless customer journey across all touchpoints in the organization.

### Craft Cohesive Customer Experiences

Digital Product Management empowers businesses to deliver tailored content and establish meaningful connections throughout all stages of the customer journey, including marketing, sales, and fulfillment departments. Organizations can enhance the customer experience by personalizing interactions, delivering seamless design, driving continuous improvement, and ensuring consistency across all channels. Leading businesses can then effectively scale their operations by remaining agile within an ever-changing market.

### Harness Diverse Perspectives in Real-Time

The power of connected data insights allows for better decision-making by providing organizations with timely insights into customer behavior, preferences, and needs. Real-time data enables organizations to make informed decisions on personalization opportunities, proactive issue resolution, and swift response to market changes. By embracing a connected focus, organizations can respond quickly, adapt strategies, and meet customer expectations, all leading to ultimate product growth.



### Key Considerations

- Is your experience design informed by profound user insights to ensure a seamless interaction?
- Does your experience consistently meet the needs and exceed the expectations of your customers at every step?
- Do you have effective communication channels in place to seamlessly serve customers both internally and externally, ensuring a smooth experience?
- Does your platform have the capability to integrate internal systems with partners and third-party providers, enhancing the overall customer experience?
- Do you continuously conduct testing to identify and address any system vulnerabilities, as well as transaction vulnerabilities, ensuring a secure and protected experience?



### How KPMG can help

KPMG is dedicated to guiding your business towards success in the digital era. Our approach combines unparalleled technological and financial expertise with a deep understanding of customer needs to craft strategies that ensure your business not only addresses today's challenges but is also primed for future growth.

### We focus on:

- Creating synergy between business and technology teams to optimize outcomes.
- Utilizing our comprehensive knowledge of the financial industry to influence better-informed decisions.
- 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.

## Driving Seamless Sales through Digital enablement at a Wealth Management Firm

A leading wealth management firm partnered with KPMG to expand into digital channels, drive digital adoption and achieve business outcomes such as reducing their days to onboard new clients.

Previously manual processes like the population of data, document generation & signature, and account approval were all streamlined through a digital platform and straight-through-processing. Steps in the account opening journey that would historically take days were reduced to hours via automation.

### We deliver results that matter.

#### KPMG Connected Enterprise for Financial Services

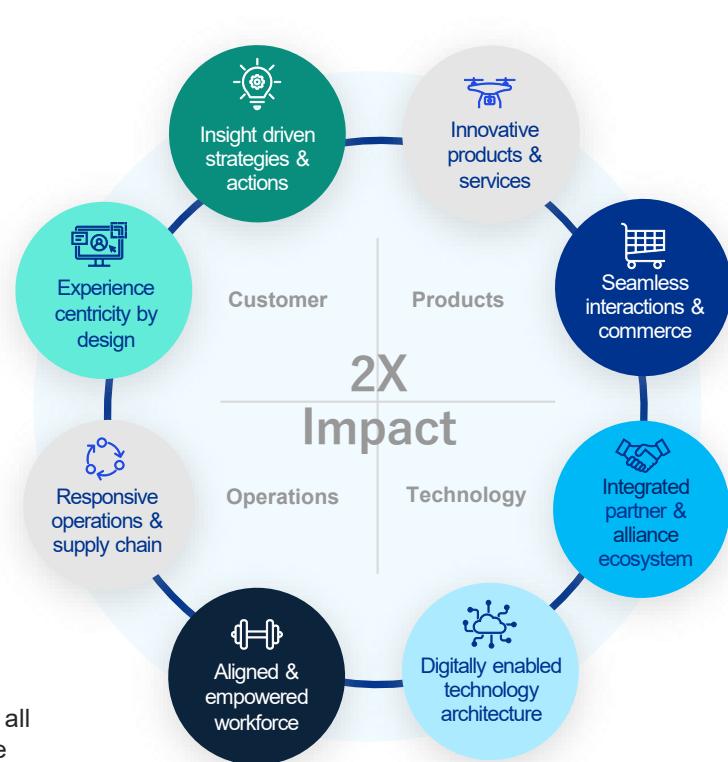
Connected Financial Services is an approach supported by a suite of customizable technology designed expressly for Financial Services businesses.

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 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

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