



Voice of the Customer

KPMG LLP can help clients increase Return on Investment (ROI) through strategic VoC program development & technical platform implementation.



Customer Experience (CX) excellence demands a strategic Voice of Customer (VoC) solution that has been designed with a financial, results-oriented mindset. This sets the foundation for you to better understand customer needs and quickly action on their feedback.

VoC requires substantial investment that must be connected to financial impact


66%

of CX leaders say they're feeling more pressure to demonstrate return on investment (ROI)^[1]


54%

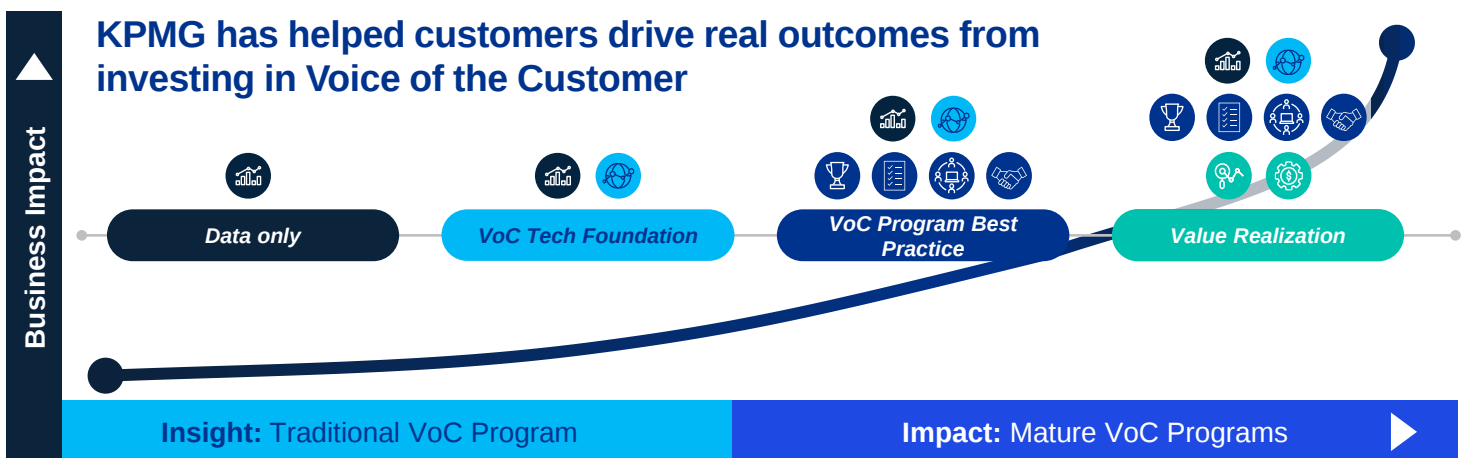
... and 54%^[2] of CX leaders are unable to prove the return on investment (ROI) of their projects.

KPMG can help elevate your CX & VoC program and demonstrate ROI

We bring CX, VoC and industry experience to build outcome-oriented CX programs. KPMG is a recognized leader in customer experience strategy and brings extensive experience across industries to create CX programs with goals that align directly to broader enterprise objectives.

Our programmatic approach spans strategy through implementation. Our research-backed, tested approach to Voice of Customer guides clients from VoC strategy all the way through implementation and technical services. We build robust VoC capabilities that pave the way for achieving your CX goals.

We help quantify impact of your CX & VoC programs. We connect VoC data focused on what customers are saying, doing, and feeling across channels with operational and financial data - such as servicing cost and sales - to tie CX and VoC outcomes directly to financial ROI, providing clear justification for CX investments.



VoC Program Components:



^[1] New Industry Standards for CX Could Make It Easier to Show ROI, Destination CRM, September 2024

^[2] Why CX Scores are declining- and how to reverse the trend, CSG, December 2024

Our programmatic approach leverages research-backed capabilities

KPMG VoC Capability Model

 Strategic governance and alignment Effective, mobilized VoC program aligned with organizational objectives	 Feedback selection and integration Robust, centralized feedback across customer journeys	 Technology design and control VoC is integrated with other platforms to build unified data views	 Insight reporting and response Actionable, real-time insights distributed across the organization	 Data analysis and measurement Quantified ROI using VoC and other data, impact-based prioritization of CX
---	---	---	---	---

Leveraging our extensive research and hands-on experience with organizations of various sizes and industries, we've developed a **programmatic VoC capability model** that focuses in on five essential areas. We evaluate the maturity of each capability and create a **results-driven roadmap** to meet the long-term **strategic and technical needs of an effective VoC program**. By combining this with KPMG's insights-to-impact operating model, we empower clients to **align people, process, and technology to drive organizational action**. This approach ultimately propels both **business and customer experience outcomes**.

KPMG delivers strong outcomes with clients in various industries

135% ROI generated through NPS increases	\$130M ROI for CX Transformation Roadmap	15% Reduction in repeat calls using VoC insights	70% Reduction in duplicate dashboards
--	--	--	---

Why Medallia and KPMG together?

KPMG has an alliance partnership with Medallia and recently received Medallia's 2024 Partner Customer Impact Award. Our team has extensive experience implementing Medallia's suite of products and supporting clients with generating actionable omni-channel insights. Our teams see VoC as a foundational element of broader Customer Experience excellence and help clients realize the full ROI potential of their VoC and CX investments.

Contact us

KPMG is a recognized leader in Customer Experience strategy and brings a financial, results-oriented mindset to helping companies get the most out of their Voice of Customer programs. For more information on how we can help you with your VoC strategy, technology and managed services, talk to us today.



Scott Lieberman

Principal,
US Customer Advisory Leader,
KPMG US

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

Learn about us:



kpmg.com

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.

© 2025 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. USCS034366-1A

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