



# Experience centricity by design

## KPMG Connected Enterprise for Consumer & Retail

For today's consumer and retail customer, experience is everything. Customers expect consistent, effortless experiences across the purchase lifecycle every time. To provide experiences that regularly meet and exceed customer expectations, you must first design and create them. That means becoming a connected enterprise. This allows you to orchestrate employee and partner experiences alike, so you can improve your reputation with customers and build teams responsive to your company's overarching vision.

Developing experiences that incorporate the customer experience (CX) economics, support your value proposition, and nurture loyalty across all touch points will help give your customers reasons to return.

With KPMG Connected Enterprise for Connected & Retail (C&R), you can unlock opportunities for transformation, create and carry out an agenda for change, and plan to manage and optimize the evolving customer experience.

### Key considerations

- Does your strategy cover all channels and touchpoints to ensure consistency across product, prices, and promotions?
- 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 key performance indicators?



### How KPMG can help

- Developing a leading customer experience roadmap assessing your existing technology and processes and how these reflect customer expectations
- Identifying what "good" looks like for your organization and building a framework that can help you deliver value to the business and the customer
- Collating data from multiple sources to identify customers' needs and predicting how these might change



## Leading the pack in digital commerce

Despite being one of the top producers of premium dog and cat food worldwide, this pet food producer faced significant market disruption. Its customers were moving away from brick-and-mortar channels, like veterinarian offices and pet supply stores, to digital commerce platforms and specialty sites. Fixing the problem required unprecedented innovation in how the company served its primary customers—veterinarians—as well as their customers, the pet parents. And it required making the investment and taking the risk to remain competitive in a changing marketplace.

We conducted extensive research to determine how customers wanted to interact with the company. Then we assessed changing market dynamics to determine the threat of disruption from competitive business models. From there, designed, developed, and built two new commerce platforms, focusing on seamless user experiences for both veterinarians and pet parents across mobile and desktop devices.

**We deliver 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 efficiently to support the 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 experience centric business
- Empower and enable your people to align the organization for agility and performance
- Engineer secure architectures to enable agile, high-speed innovation



### KPMG Connected Enterprise for Consumer & Retail

Connected C&R is an approach, supported by a suite of customizable technology designed expressly for C&R businesses. It connects all areas of your organization, and it connects you with your customers across all digital channels. By capturing more accurate and impactful consumer information, you can develop insights to inform your decision-making. KPMG Connected Enterprise moves you from siloed to efficient and turns intelligence into action plans. See what it can do for you.

## Contact us



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