



# Unlocking the metaverse for tech company employees

Want to win in the metaverse? Think internal first.

## Digital dexterity is a priority for tech company CEOs



The Greek philosopher Heraclitus is credited for the saying “Change is the only constant in life.” That phrase has lived on for 2,500 years (Heraclitus died in 475 BC), but never has it felt more applicable in the business world than in the last three decades since the pace of innovation exploded and provided us with technologies such as personal computers, the internet, software, wireless communications and smartphones, and artificial intelligence, just to name a few.

Whether it’s to enter new markets, retain customers, or realize operational efficiencies, capitalizing on new technologies is imperative for tech companies to stay ahead. This mindset is alive and well, according to technology company leaders surveyed in the [KPMG Technology Industry CEO Outlook](#):

70%

report having an aggressive digital investment strategy

Advancing digitization and connectivity across the business

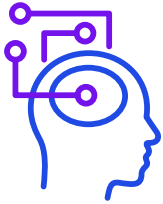
were tied for the top operational priority to achieve three-year growth objectives

69%

believe they need to be quicker to shift investment to digital opportunities and divest in areas that face digital obsolescence

Source: KPMG CEO Outlook 2022, n=110.

# The metaverse's impact on tech company employees and internal processes



Many believe the metaverse is the next paradigm-changing technology. Yet with any fledgling technology whose use cases are still being developed, companies must decide where and how to apply it first to start reaping the biggest benefits.

In a recent study of 767 technology, media, and telecommunications (TMT) executives conducted by Forrester Consulting on behalf of KPMG International, TMT leaders see the greatest value to be gained from using the metaverse in branding, marketing, and customer experiences, yet also acknowledge that early uses are likely to be for internal activities like employee onboarding, education, and collaboration.

TMT leaders project that approximately one out of every seven dollars (i.e., 15 percent) of their company's metaverse investment will be allocated to internal use cases that enable employee collaboration and enhance the employee experience. The report also discusses the strong incentive for investing in the metaverse to boost employee retention.



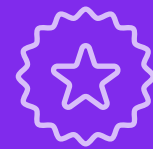
## The top near-term use case

(present to 3 years out) identified by technology company leaders was employee training and onboarding



# 35%

believe success with the metaverse includes employees using the metaverse to support customers



# 34%

believe success with the metaverse includes employees using the metaverse to support internal processes

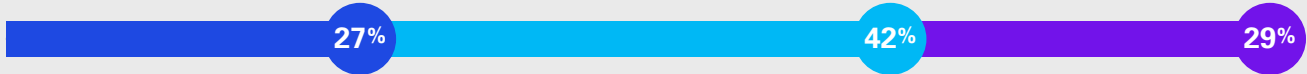
Source: A commissioned study conducted by Forrester Consulting on behalf of KPMG, December 2022



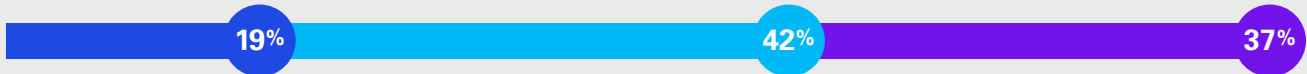
# Tech leaders view internal metaverse use cases as being the closest to reality

Of the metaverse use cases identified, how long do you think it will reasonably take to enable them for your company? (Only technology company answers and internal use cases shown)\*

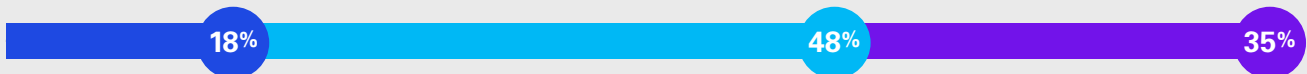
## Employee training and onboarding



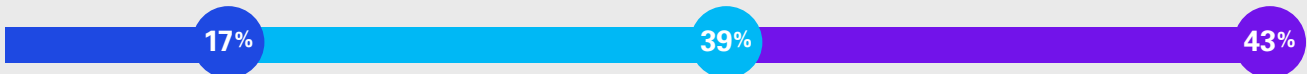
## Internet of things with metaverse experiences



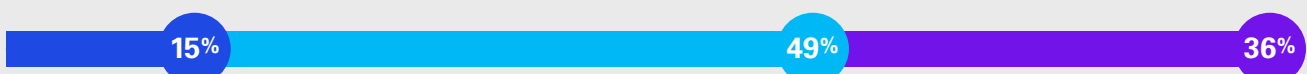
## Employee collaboration



## Digital twins for infrastructure planning and development



## Digital twins for ongoing infrastructure maintenance

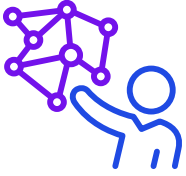


● Present to 3 years out    ● 4 to 9 years out    ● 10+ years out

Base: Variable Global strategy decision-makers at companies with \$250M+ in annual revenue \* Variable for each row

Source: A commissioned study conducted by Forrester Consulting on behalf of KPMG, December 2022

# Considerations for tech companies



## Use the metaverse and other emerging technologies to develop and retain talent

The investments in technology made during the pandemic paid off in terms of employee productivity and collaboration. For example, the tech sector readily engaged automation for transactional tasks, freeing employees to be upskilled to deliver other knowledge-based work that is in high demand but short supply. New technologies, including the metaverse, create opportunities for learning new skills, exposure, and career growth.

No company, however, can afford to rest on its laurels. Emerging technologies must constantly be vetted for their internal and external utility, and the metaverse is no exception as it may be [key to the future of work and corporate diversity initiatives](#).



## Begin your metaverse journey at home

Start to pilot your metaverse capabilities, knowledge, and readiness internally. You can gain valuable early experience at lower cost and risk than trialing with customers and should be better positioned to compete when the time is right.

Beginning at home means hiring metaverse talent, but also uncovering the hidden capabilities in your own employees. Almost half (49 percent) of TMT leaders say the lack of employee skills is a primary barrier to metaverse adoption. However, companies probably have a cohort of workers who are already gaming in the metaverse or using it in other ways. They can be a rich source of understanding and technical skills that is currently untapped.

## Related thought leadership

[Want to win in the metaverse? Think internal first.](#)

[Technology Industry CEO Outlook](#)

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