

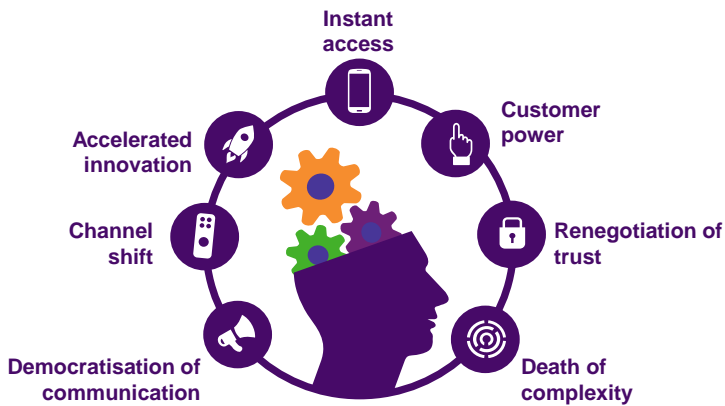


KPMG

Blending the best of human and machine to create a connected enterprise

Julio Hernandez
 Partner, Customer Advisory Lead, KPMG US
 Head of KPMG Global Customer Centre of Excellence
 @J_Hernandez_CX #CustomerFirst

Technology is driving a new operating environment



Aviva

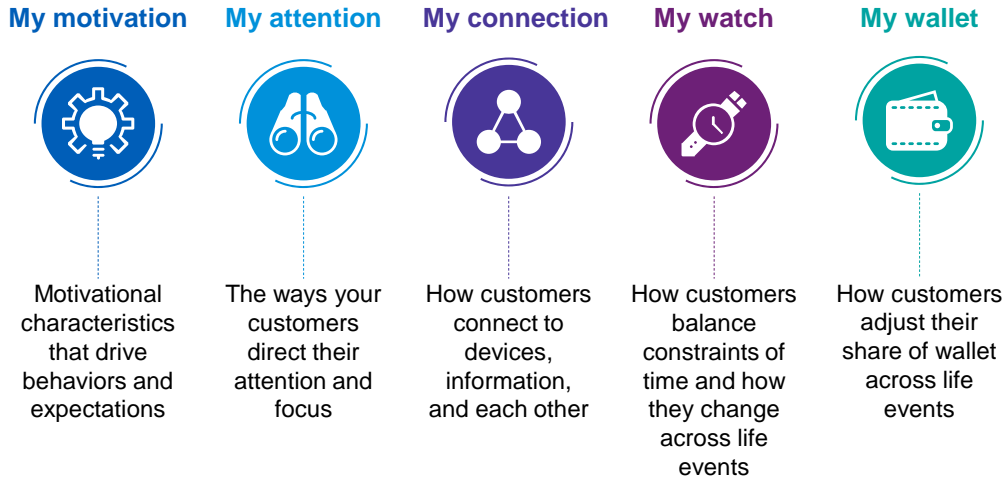
“Aviva puts digital first because that’s how our customers want to deal with us. The new digital garage will create the products and services they want, how they want them and when they want them.”

—Mark Wilson,
 Group Chief Executive Officer, Aviva plc



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Understand your multi dimensional customer



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3

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Engage employees and create a cultural mindset



For aligned organisations there is no distinction between brand values and internal values.

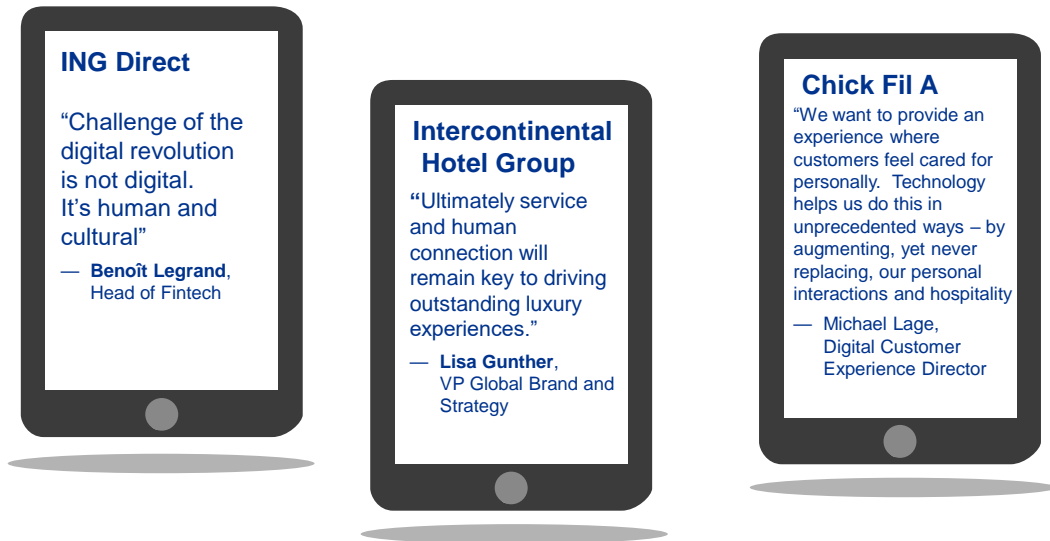
The culture is the brand and the brand is the culture; they are synonymous. The customer experience is rooted in the employee behaviours that emerge from the culture.



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4

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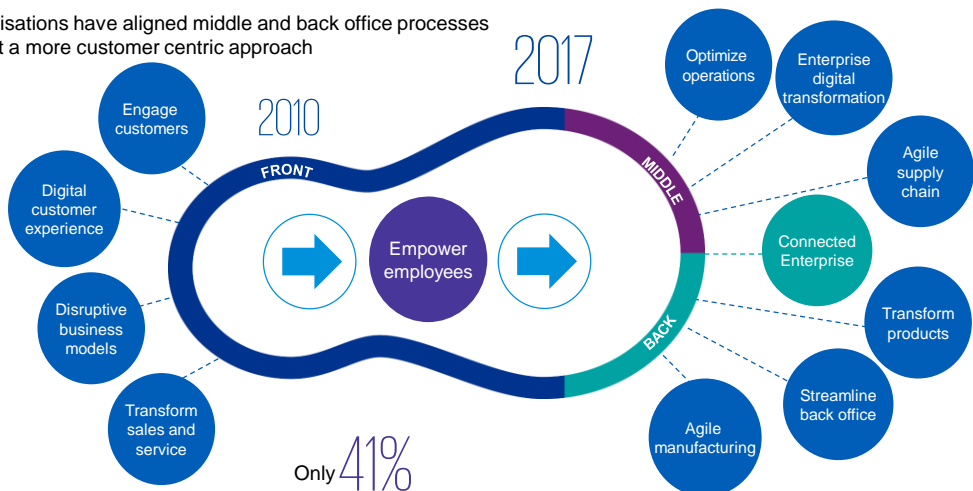
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5

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Evolve digital beyond the front office

52% of organisations have aligned middle and back office processes to reflect a more customer centric approach



Only 41% of organisations have an enterprise-wide digital strategy

Source: KPMG CEO Outlook 2017

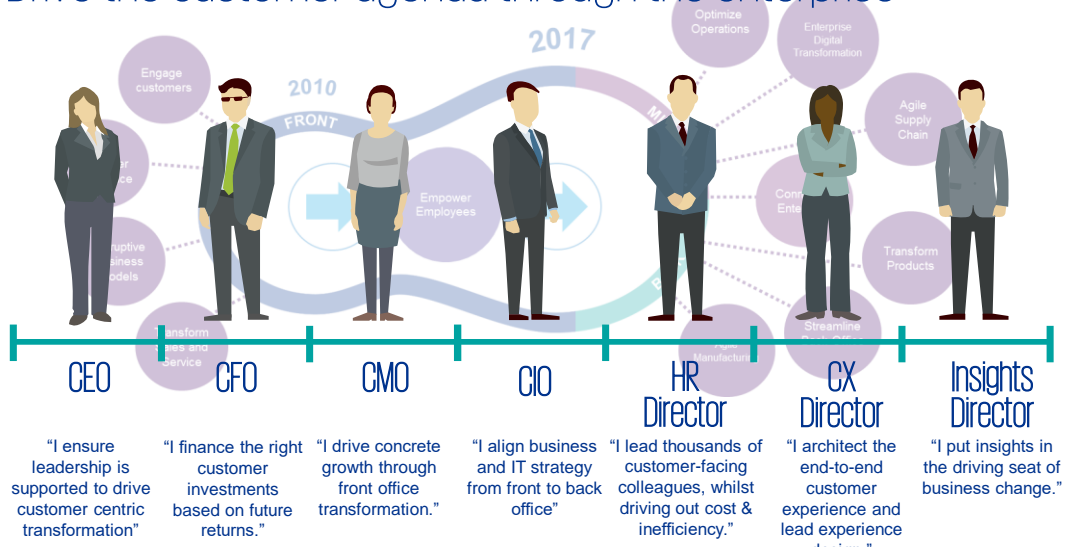


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6

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Drive the customer agenda through the enterprise



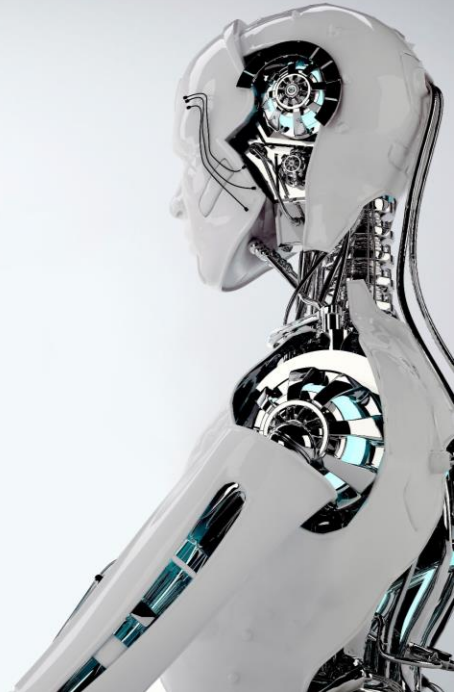
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7

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Interview - Eric Reynolds, Chief Marketing Officer The Clorox Company





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