

CEO's get it...



68% of Insurance CEOs believe they are personally responsible for customer outcomes



62% of Bank CEOs have aligned middle and back office processes to improve customer centricity



43% of Insurance CEOs are concerned that a lack of quality of customer data is hindering the depth of their customer insights

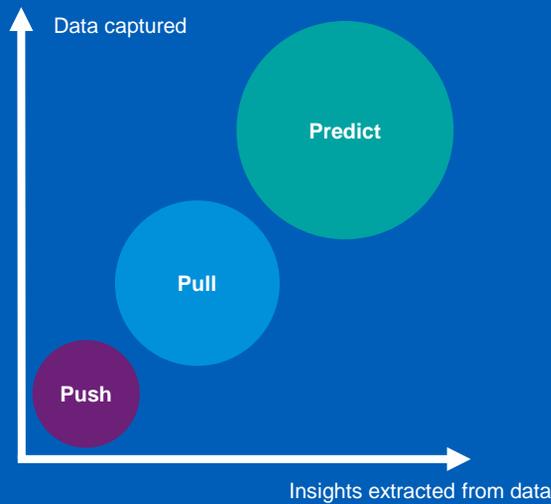


50% of Bank CEOs voice concern about the integrity of the data they are basing their decisions on

CX is not just a nice to have. Analysts predict that in the coming years CX will overtake price and product as the number one differentiator.

But, how do you compete on Customer Experience?

Understand your customers' wants and needs



From push to pull to predict

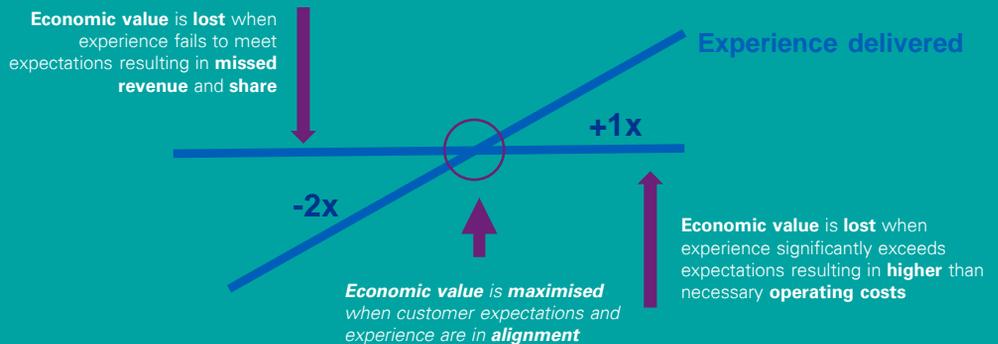
Push – where we've been: a world in which customer focus meant developing and distributing products and services based on the assumed or created needs of broadly defined customer segments

Pull – where we are: in an age of digitization, companies are increasingly able to refine and verify their understanding of what customers want, and then personalize products, channels and new ways to engage

Predict – where we need to go: an evolving era in which the most advanced companies take steps to understand and analyze a sophisticated array of customer information so they can anticipate and meet customers' needs when, or even before, customers know what they want

Use insights to drive value

When companies over or under invest or deliver on customer expectations, profit suffers



Make it happen



Manage by metrics
Create an effective business case based on financial measures that have a proven association with customer experience



Recognize true benefit potential
Generate an accurate estimation of the benefit potential possible from customer experience



Gain clarity on costs
Obtain comprehensive data on customer experience costs accrued across the organization



Align organizational support for success
Consider the organizational effort required to support customer experience

Contact

Lex Dekkema
Partner – Financial Services
dekkema.lex@kpmg.nl

Jan-Paul van Term
Partner – Customer Strategy
vanterm.jan-paul@kpmg.nl

