



# KPMG Customer First Podcast Shownotes

## Empowered Employees

### Summary

In KPMG's Customer First podcast, host Urvashi Roe and her guests explore the idea of empowered employees – and how businesses can drive better customer service through engaged, autonomous people.

In episode two, Urvashi is joined by Robert Bolton, Head of Global COE for People and Change, KPMG International; Matt Campbell, Managing Director, People & Change, KPMG in the US, and Chloe Burton, Head of Experience Design, KPMG in the UK.

The panel discusses why more HR functions are seeing the benefits of aligning customer and employee experience, bringing the lessons of good customer service to building robust and supportive pathways for their people.

They also explore the risks of a top-down management approach. Matt explains: "The big risk is that there's a dislocation in the organization in terms of what actually matters to people who are actually on the frontline delivering services." The panel agrees that organizational values must match employee experience – any disconnect drives dissatisfaction and hurts employee retention.

The importance of empathy to employee and customer interactions is also considered. This supports our Customer First report, which reveals that empathy lags behind the other five pillars of customer excellence by, on average, half a point. The panel agrees this is worrying – and discuss ways of improving it.

Lastly, the panel look at the emerging concept of the 'quantified employee'. Many leading brands are listening to their employees not only through the conventional annual or quarterly survey, but also by monitoring non-traditional data sources: sentiment analysis in emails, calendar and in-house messaging systems.

The ethical concerns – and benefits – of these innovations are explored.

### Jump to

- 01.20 min Discussion of the Future of HR report
- 07.37 min The dislocation between organizational values and on-the-ground employee experience
- 11.28 min Why empathy is the heart of successful customer *and* employee interaction
- 17.30 min The failings of a top-down management approach and why autonomy is key to happy, engaged employees
- 22.37 min How to establish a successful 'mission culture'
- 24.16 min The age of the 'quantified workforce'
- 29.56 min The paradox of having lots of data – but not using it intelligently.
- 31.04 min Why it's important for organizations to facilitate enterprise among their employees
- 33.00 min Key takeaways



### Links from this episode

- Source for all brands discussed : KPMG 2019 Customer Experience Excellence Report: [Customer first. Customer obsessed](#)
- When a [US retailer's data collection](#) became more creepy than cool
- Find out more about our brains' [negativity bias](#).

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