



# KPMG Customer First Podcast Shownotes

## Future of Service

### Summary

Today's customers know what they want. With countless options at their fingertips, they can easily switch products or providers when their needs are not met. They expect every experience to match their best experience – and the bar rises daily. In this episode of the Customer First podcast, our experts delve into the changing nature of the consumer landscape and the impact this has had on delivering the right customer experiences.

Julio Hernandez is a partner in KPMG US and is the Global Customer Centre of Excellence Lead and US Customer Advisory Practice Lead. He is joined by Terry Walls, Managing Director and Connected Customer Service Lead in KPMG US and Lisa Bora, Partner in Charge in KPMG Australia.

The podcast opens with a panel discussion around intentional customer service and why proactivity is key to winning and maintaining loyalty. The conversation touches upon KPMG's Six Pillars of Customer Experience and the prominence of Empathy during these uncertain and turbulent times, as consumers facing change or hardship value companies anticipating their needs and adapting accordingly.

With face-to-face customers interactions more difficult or non-existent, organizations have had to develop new operating models. This shift means that now more than ever, the key to a successful customer experience relies on the collaboration of the Front Office; Sales, Marketing and Service must work together and share knowledge to enable the most effective response.

The panel then deep-dive into how attitudes toward automation in customer service are changing, with an emphasis on integrating digital and human responses. While there are opportunities to automate transactional tasks, organizations realize that certain service elements should only be undertaken by real people with full knowledge of the customer and their unique situation. Job roles should be adapted to maximise the power of digital channels when used in tandem with employee expertise.

Our panel close the conversation by considering the challenges facing organizations to become customer-centric today, after just adapting to a new remote working world in a short space of time. How do they ensure they invest in the right areas at the right time to meet customer expectations? Flexibility and agility are key to managing limited budgets, a distributed workforce and an 'always on' customer through an uncertain time.

### Jump to

- 01.02 min Intentionality and delivering great customer experiences in the customer service landscape
- 03.11 min Deep connectivity between customer service and employee experience
- 04.10 min Focus on your processes and priorities to inform channel selection
- 06.49 min KPMG's 6 pillars of customer experience and the prominence of empathy during uncertain times
- 08.46 min Aligning the front office to tailor customer experiences
- 12.18 min The impact of digital enablement on customer engagement
- 14.12 min The rise of automation and the evolution of the workforce
- 18.10 min Establishing metrics to ensure successful delivery
- 19.57 min Fraudulent credit card example in the financial services industry
- 23.32 min Triaging customer service – pre-emptive measures and negative experiences
- 25.01 min Aligning the organization remotely whilst pivoting to a customer centric environment
- 28.52 min Closing remarks – balancing real world challenges with a focus on distributed workforces, budgets and technology



### 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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