



KPMG Customer First Podcast Shownotes

Customer Obsession

Summary

In the first of KPMG International's new Customer First podcast, we explore Customer Obsession – the theme of our 2019 Global Customer Experience Excellence Report.

Urvashi Roe from the Global Customer Center of Excellence hosts the episode and is joined by Julio Hernandez, Global Lead for the Customer Centre of Excellence; David Conway, one of the authors of the report, and Edgar Molenaars, Customer Lead for KPMG in the Netherlands.

The panel discusses the findings of the research, which talks about winning the battle for an ever-evolving customer, using insights effectively, and how all layers of an organization need to be obsessed with the customer. Among the topics covered include the importance of purpose to organizations, the use of 'time as a competitive weapon' and the need for organizations to bring their whole supply chain in line with the customer experience. With ever-more data available to companies, we hear about how businesses are treading the line between 'creepy vs cool' in how they make use of it, with different generations of consumers sharing data in a different way.

We walk through the [Six Pillars of Experience Excellence](#) displayed by the successful organizations identified in the research – Personalization, Resolution, Integrity, valuing Time and Effort, Expectation and Empathy – with them all working together to create great customer experiences.

The group uncover how customer experience transcends any one industry and goes to the totality of what we experience day in-day in as consumers across multiple sectors, multiple industries, multiple geographies.

Jump to

- 01.02 min The growing role of purpose in shaping an organization's customer experience
- 07.07 min How companies are adapting to changing customer needs and demands, with speed to market becoming an important differentiator.
- 12.47 min How successful companies are harnessing customer data to engage with them at the critical moment.
- 18.18 min Balancing trust with personalization.
- 19.48 min The 'creepy vs cool' paradox.
- 25.52 min An overview of the Six Pillars of Customer Experience Excellence
- 33.02 min Why customer centricity and the delivery and management of positive customer experiences are necessary to build a successful organization.
- 34.20 min On striking the right balance between understanding the consumer, designing the experience and aligning your organization to deliver it.



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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