



KPMG Customer First Podcast Shownotes

Value of Customer Experience

Summary

This episode of the Customer First podcast brings together a panel of KPMG experts from Asia, Europe and North America to examine the true value of Customer Experience (CX).

Julio Hernandez, Head of KPMG's Global Customer Center of Excellence, is joined on the phone by Aditya Rath from KPMG in India, and Tim Knight, a customer experience leader from KPMG in the UK.

In our annual Customer Experience Excellence reports we celebrate those organizations that put the customer at the heart of their strategy, planning and execution, using their needs as a 'guiding light' for decision-making.

Many of these customer obsessed organizations see customer experience as a source of commercial value; not just a differentiator versus their competitors. But what is the relationship between customer experience and financial return, and how will organizations of the future measure their success?

The panel discuss the latest customer experience trends in their regions and look at ways organizations can overcome the pitfalls to ensure a successful CX transformation journey.

We hope you enjoy listening. Visit our [resources portal](#) to access more episodes of the Customer First podcast, read our blogs and learn how businesses are delivering for today's Connected Customer.

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- 02:07min Customer experience trends in India and the US
- 05:43min Managing cost versus expectations in the age of the customer
- 07:47min Why the biggest mistake in CX planning is to overlook the baseline
- 09:40min Connecting the marketing promise and the operational reality
- 11:54min How a B2B organization in India changed its channel experience
- 15:54min The importance of getting the Board aligned and understanding the purpose of CX
- 18:11min The Six Pillars in today's era of "almost perpetual revolution"



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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