



# KPMG Customer First Podcast Shownotes

## Ethics for a New Era

### Summary

In this episode of the KPMG Customer First podcast, host Tim Knight, Partner and Customer Experience Leader, KPMG in the UK, and his guests explore how leading businesses are building integrity and earning trust.

Tim is joined by Samantha Gloede, Managing Director, KPMG in the United States, and Vamsi Duvvuri, Managing Director, KPMG in the US, to consider the challenges for leaders as the ESG agenda sits firmly in the spotlight.

The panel highlight how business success is no longer measured purely in financial terms and how purpose now has to be built into strategy if organizations are to survive and thrive.

Ethics are now tightly entwined in the wider business agenda of commercial resilience and the need to implement processes both for the customer and employees to ensure brand integrity and protect against reputational damage, are discussed.

The conversation covers how changing demands and conditions call for agility and adaption yet organizations need to remain true to their purpose and values.

The panel agree that in the digital environment the customer experience is critical and tech innovations have to manage risk as well as proactively meet customers' and employees' expectations.

Lastly, interaction, collaboration and the experience are areas that businesses must get right, with all the panel agreeing that in this new era, purpose must run throughout the organization, in business strategy, processes and employee and customer experience.

### Jump to

- 03:07 min The human and environmental dimensions of value creation
- 05:06 min Purpose means resilience
- 06:13 min Data use and governance
- 09:12 min Understanding employee behaviors and using analysis to build trust
- 11:12 min Maintaining authenticity in turbulent times
- 13:08 min Leveraging tech with a multidimensional approach
- 16:53 min The heightened need for stakeholder trust with digital
- 19:01 min Innovating to manage risk and build trust
- 20:21 min Creating resilience with trust
- 22:12 min Trends and insights



### Links from this episode

- Source for all brands discussed: KPMG 2019 Customer Experience Excellence Report: [Customer first. Customer obsessed](#)

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