



KPMG Customer First Podcast Shownotes

Logistics

Summary

In this episode of the KPMG Customer First podcast, host Lisa Bora, Partner, KPMG Australia, and her guests focus on the logistics sector, which is facing unprecedented challenges with the changing expectations of customers and heightened focus on delivery.

In this episode, Lisa is joined by Duncan Avers, Principal of our Customer Solutions practice in KPMG in the US, Iain Prince, Associate Partner and Supply Chain Team Lead in KPMG in the UK, and Peter Liddell, Partner and APAC Leader and Operations Advisory, KPMG Australia.

The latest Customer Experience Excellence report shows a six percent boost in performance against the logistics sector. Using the report as a starting point, the panel look at how this customer experience uplift and COVID-19 has exposed weakness and accelerated the need for scalable solutions.

They discuss long-lasting changes that retail and CPG sectors need to address, from last mile and reverse logistics to orchestrating eco-systems.

The difficulties of fulfilment for small businesses as well as growing customer expectations and feedback challenges are all considered. And our panel explore how delivery has now become a point of differentiation.

Themes include how the focus must move from the retailer or the CPG brand to end-to-end as the whole supply chain and logistics component is crucial in delivering customers' expectations.

And Duncan, Peter and Iain all agree that the role of advanced data and analytics is vital in delivering a personalized customer experience, which in turn may help solve some of the issues logistics is experiencing.

Lastly, the panel highlight future challenges to come with the increasing emphasis on sustainability.

Jump to

- 03:59 min The need for scalable solutions
- 00:00 min Last mile delivery and reverse logistics issues
- 07:04 min The challenge of fulfillment for small businesses
- 09:33 min Parcel delivery as a differentiator
- 12:30 min Eco-systems of partnership
- 15:04 min Direct to consumer model — a new channel to market
- 17:42 min Cost to serve and personalization
- 21:19 min Advanced data and analytics in the supply chain
- 27:49 min Trends: self-service on returns
- 29:50 min The shift to sustainability



Links from this episode

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

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