

# Customer Connections

Preparing UK businesses for their New Customer

20th April 2020

Due to the fast changing situation please refer to [kpmg.com/uk](http://kpmg.com/uk) for the most up to date information.

**Your customers are the key to long-term commercial resilience. The way they think, behave and experience the world has changed significantly. Get to know your 'New Customer', who is more relationship and recognition focused.**

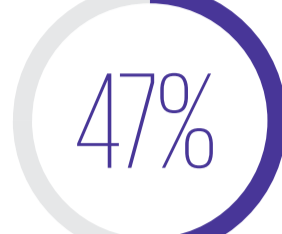
**The New Customer is re-writing previously established rules of how your business operates.**



89% of customers have already changed the way they interact with at least one sector.



48% would rate the resulting experience as better in at least one sector.

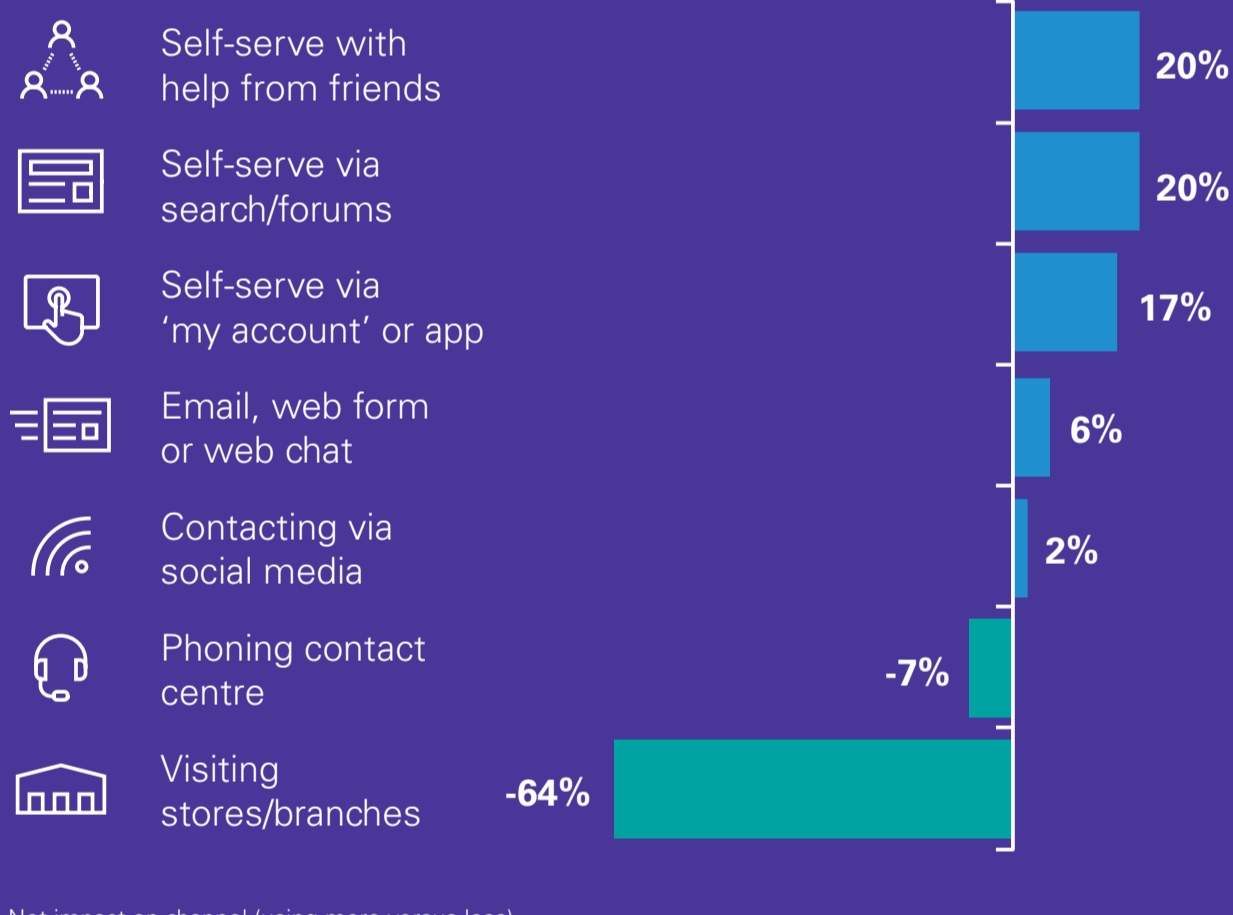


47% of those who had a better experience will keep dealing with a business the same way, post-crisis.

**The New Customer is becoming more altruistic, prioritising community and integrity. They are less focused on deals and profits...**

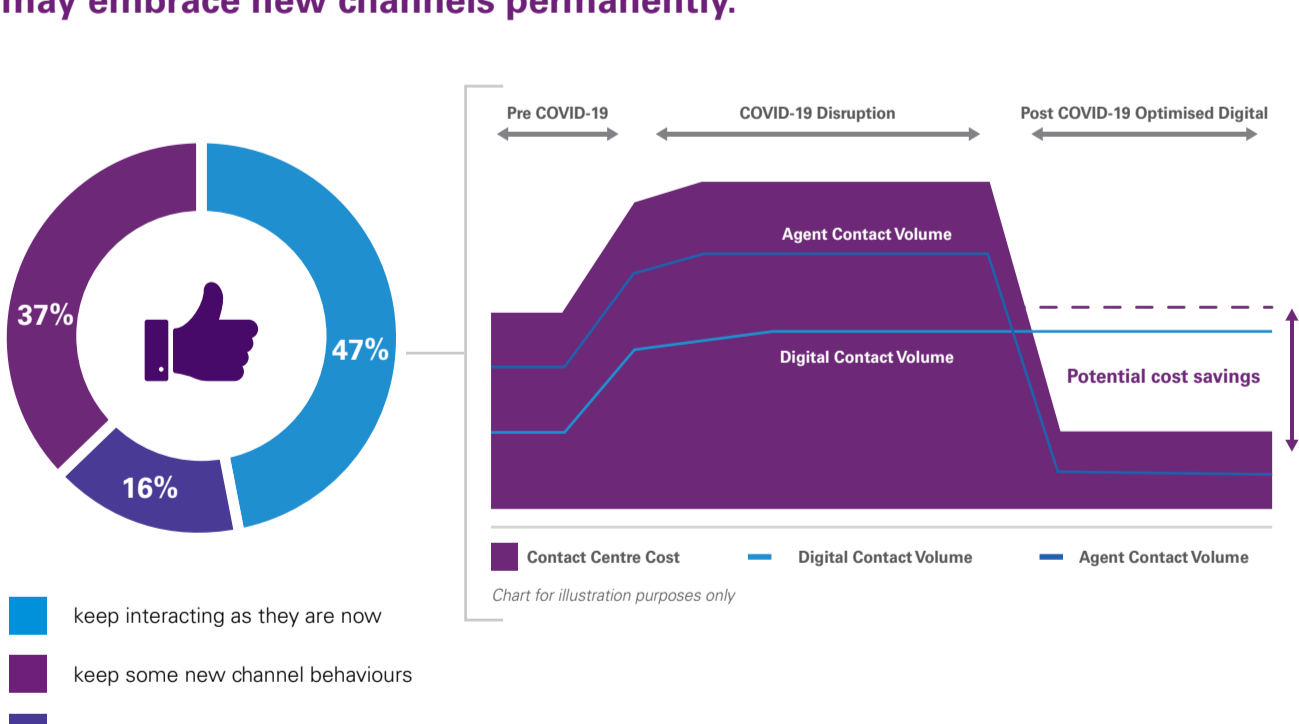


**The New Customer is becoming more familiar with self-serve, drawing on both established tools and the knowledge of others...**



**Future thinking business should seek to identify the self-serve and digital service channels that are creating positive experiences and embed these for the long-term, creating a win-win for the business and consumer.**

**A good experience means post-COVID-19, customers may embrace new channels permanently.**



**90% of customer behaviour has changed since the pandemic. Where should businesses focus their efforts?**

- Prioritise doing social good, as well as delivering service basics.
- Focus operational investments on self-service infrastructure and digital platforms.
- Lock cost savings in by ensuring your experience meets customer expectations.
- Focus on journeys and priorities that will make an immediate difference.

**Want to learn more? Please contact us for more details.**

**Mickey Crow**  
 Director, KPMG Nunwood  
[michael.crow@kpmg-nunwood.co.uk](mailto:michael.crow@kpmg-nunwood.co.uk)

**Bradley Taylor**  
 Director, KPMG Customer  
[bradley.taylor@kpmg.co.uk](mailto:bradley.taylor@kpmg.co.uk)

Survey insights collected in association with Dynata

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