



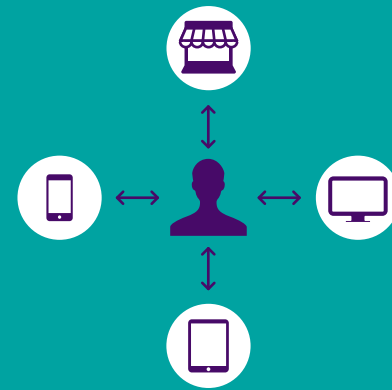
# From multi to omni

## The evolution of customer-facing business channels

The world of customer experience is always evolving.

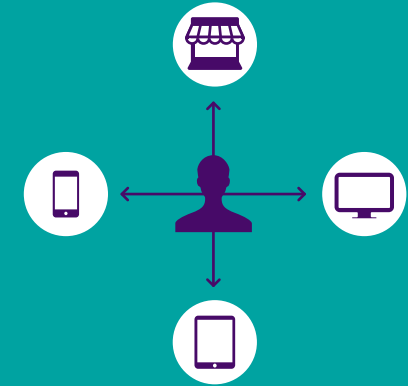
It isn't enough to simply give consumers many options for how to interact with your business anymore. People don't interact with their devices as add-ons, they build them into their lives as extensions of what they do every day.

For businesses, instead of tacking new channels onto an existing strategy, the concept of "KPMG Omni Business" is built on a holistic experience. Every new platform must be intention-driven and built to be intertwined with the others from the very beginning, and the channel strategy is not driven by just the front office, but by a combination of functions from the back, middle and front.



### The multi-channel model

Multiple points of contact, but each its own experience.



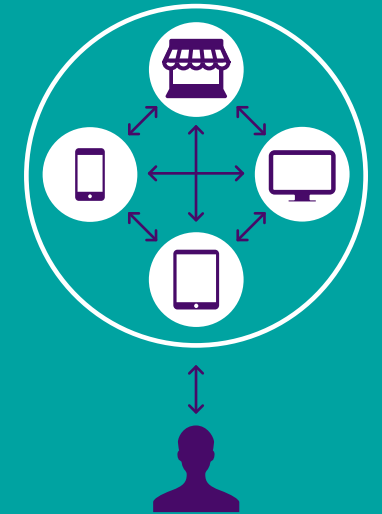
### The cross-channel model

Many points of contact with some integration, but each still feeling distinct.



### The brick-and-mortar model

A single point of contact.



### The KPMG Omni Business model

Many points of contact, each interconnected and designed with the others in mind, giving the impression of a single omnipresent point of contact for the consumer.

