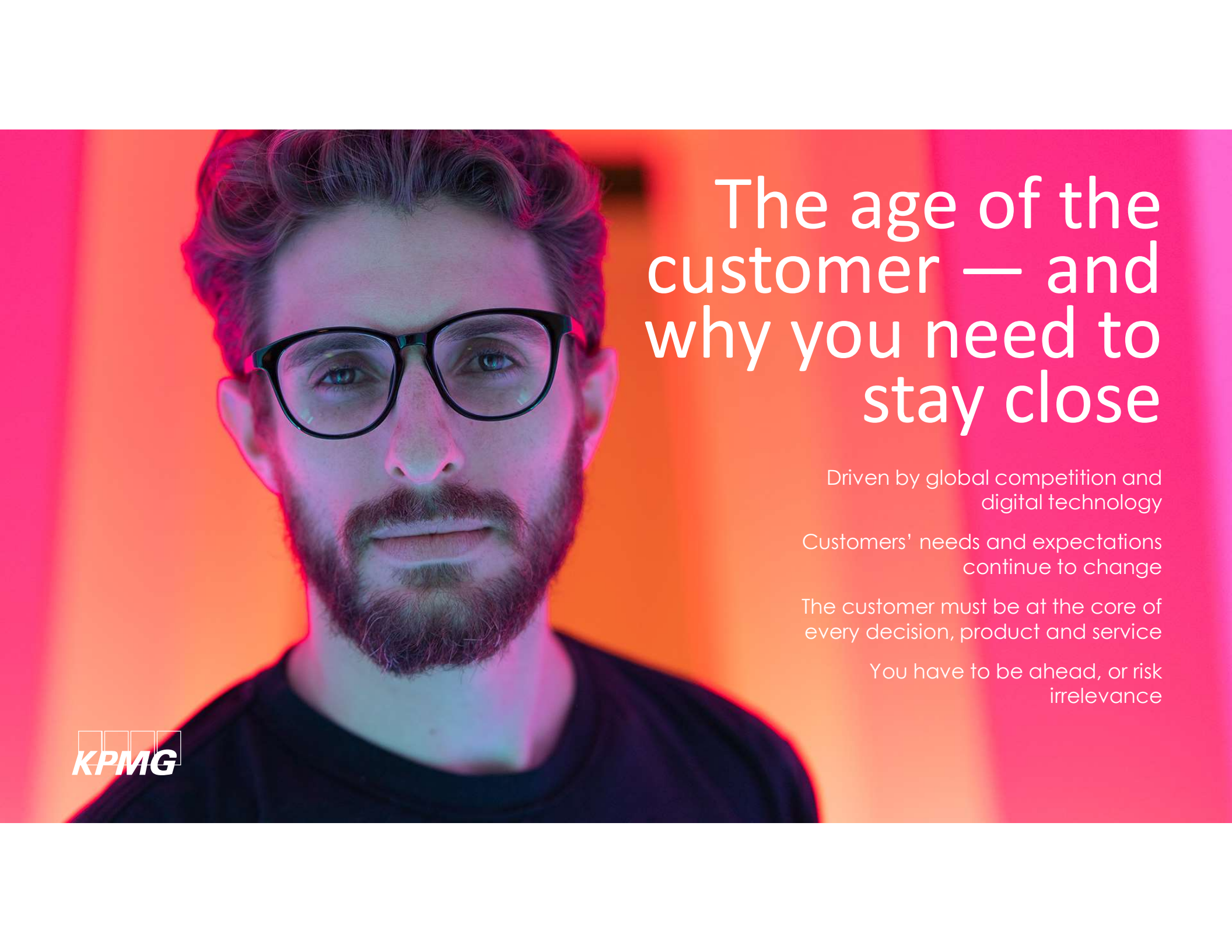




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Knowing your
customer
better than
ever





The age of the customer — and why you need to stay close

Driven by global competition and digital technology

Customers' needs and expectations continue to change

The customer must be at the core of every decision, product and service

You have to be ahead, or risk irrelevance



The power of data for understanding your customer

Data and analytics are your potential key to truly understand your customers

You can know your customers as 'one' not as a general demographic

Gather customer metrics at every touch point across your business

Use this insight to deliver to their needs and innovate products and services



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Data trends to watch

- Clear sight across customer behaviours
- Faster data
- Open data
- Biometrics
- Internet of Things
- Artificial Intelligence
- Emotional, behavioural & physical reactions
- Data privacy

Why does this matter to the board?

Customer (and community) satisfaction drives value and loyalty

This leads to growth, which satisfies your shareholders

It helps keep brand and regulatory risk at bay

It helps build all-important public trust



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Critically engaging with the data

Your customer metrics briefing could include:

- Net Promoter Scores
- Customer metrics
- Operational metrics
- Strategic metrics





A balanced view of metrics

No one metric is the 'truth'

Look at a variety of metrics from different points across the customer journey

Look at both the positive and negative voices

Balance short-term results and longer-term trends

Are you looking at lost customers?

What are the nuances in the data?

Explore the insights

When you look at your company's customer metrics, ask not just 'what', but 'why'?



Acting on the data

The key is to act on what the data tells us
Ask, how can we take these insights to help
build our future strategy?

Good governance in the age of the customer

Dive into the data

Connect with your customers

Tap into data trends for the future

Innovate with the insights

And build growth and trust into
your brand and organisation





QUESTIONS