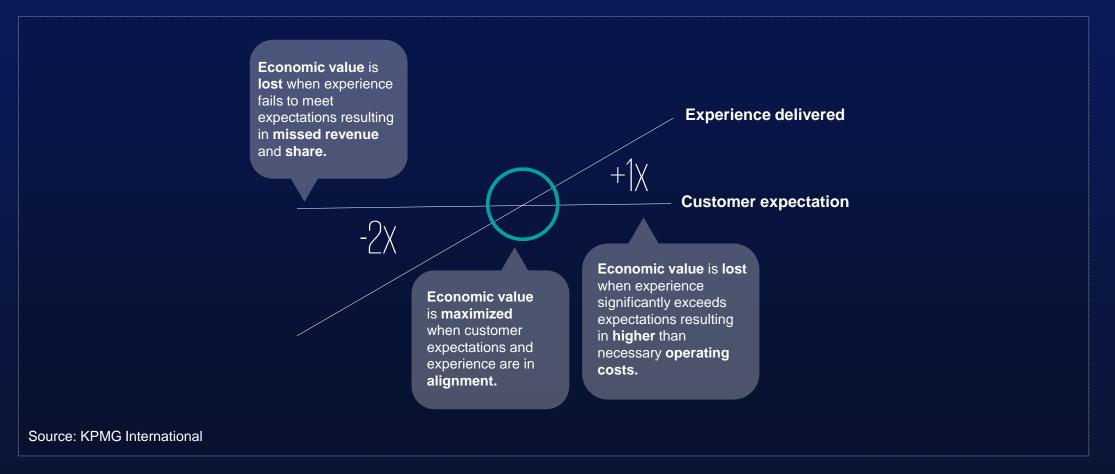
The economics of CX must be balanced

When companies over or under invest or deliver on customer expectations, profit suffers





Six Pillars of Experience Excellence





The hierarchy of customer expectations is key to investment

			CLTV	KPMG Pillar Characteristics
Empathy			11 %	 Human and empathetic cues Solves a life problem Enjoyable for its own sake / evokes emotion
Personalization	"Human" differentiators		22%	 Surprises me with something relevant Reflects our history together Shows you know me
Time and Effort	Digital basics		18%	 Simple – maximum of three steps to objective Focus on proactively mitigating loss of functional services Supports rapid task achievement – single source of truth
Expectations		EXTERNA A	15%	 Usable, easy – delivers on the brand promise Intuitive – in-line with the user's mental model Sets expectations appropriately
Resolution			15%	 Reversible errors Rapid resolution and back up support Meaningful and easy to follow the remedy
Integrity			18%	 Increases the integrity of the brand promise Protects customer safety and data Transparency of pricing



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