

Sustainable Insight Frameworks

A KPMG Service for G-Cloud 15



KPMG Customer Insight team – About us

Our UK Customer Insight team

KPMG in the UK have over 300 customer professionals who support our broader Customer Insight and Analytics offering.

Our team collaboratively design and implement sustainable frameworks, grounded in data-driven insight, focussing specifically on driving impact through customer led change.



Our team of 40 customer insight specialists with GDS expertise have developed insight-led approaches and frameworks that deliver tangible improvements in public services and better value for taxpayers.

Our services

Our Customer Insight team offer the following services to clients:

Voice of the customer (VOC) programmes

Driving customer centric change by giving customers/ citizens/ patients/ users a voice and turning it into mature, effective actions across complex organisations.

Customer journey optimisation

Capturing feedback on individual journeys to drive tactical improvements, and strategic re-design

Decision analytics

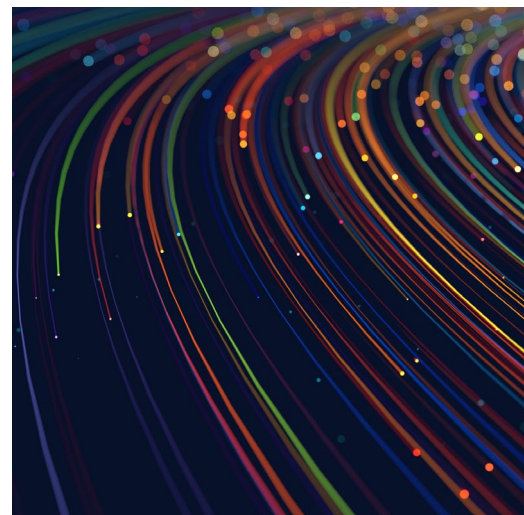
Frameworks and analytics to help clients prioritise the right areas from a customer perspective. Drawing on marketing sciences, data sciences and AI to drive the right outcomes.

Insight transformation

Supporting clients to develop more effective and efficient insight operations, to create more impact with less investment.

KPMG Connected Technology

We have access to a 2000-strong team of client-facing technologists, with a diverse range of skills and experience.



Our technologists work with all the capabilities as part of the Consulting team – bringing together the diverse talents and expertise of our people, our technology, our alliance partners and our insights.

Together, we help clients to achieve measurable service improvements through proper utilisation of their data.

We can leverage this huge pool of talent to support the delivery of engagements.

Sustainable Insight Frameworks



Service description

Public bodies face increasing pressure to deliver better value for taxpayers while navigating complex challenges. They collect vast amounts of data, that often remain underutilised, missing the opportunity to drive real, measurable improvements.

We enable organisations to move beyond short-term fixes and create lasting impact. We understand how to leverage existing data to inform strategy, improve service delivery, and create tangible value for citizens.



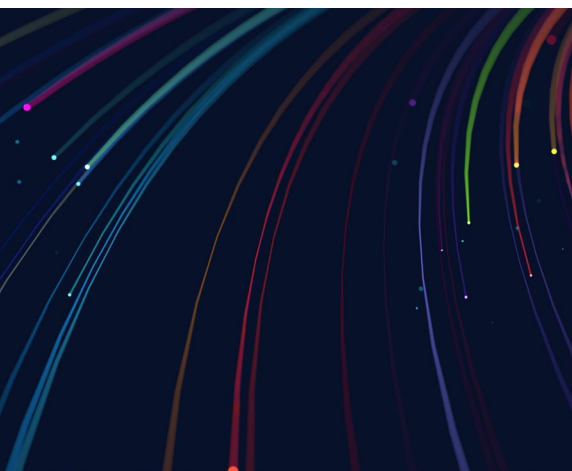
Benefits

- Understanding the needs of customers
- Providing the evidence to organisations to design enhanced customer experiences
- Enabling stakeholders to make data led decisions
- Understanding where to prioritise and invest for improved outcomes
- Technology democratising customer insights
- Focussing on action and implementation over reporting
- Insight productivity improvements



Service features

- Stakeholder consultation
- Framework and survey design
- Customer sampling and selection criteria
- Cloud dashboard design and AI report generation
- Data analysis, GenAI powered text analytics and results production to comprehend complex customer queries, intent, sentiment, and needs/requirements
- Feedback and interaction analysis - AI-driven analysis of customer feedback from multiple channels, with natural language summaries and trend identification
- In-person de-brief reporting and workshops
- Insight process design & deployment
- Insight technology architecture design and deployment



Our Approach

We develop 'decision centric' and sustainable insight frameworks that drive impact.

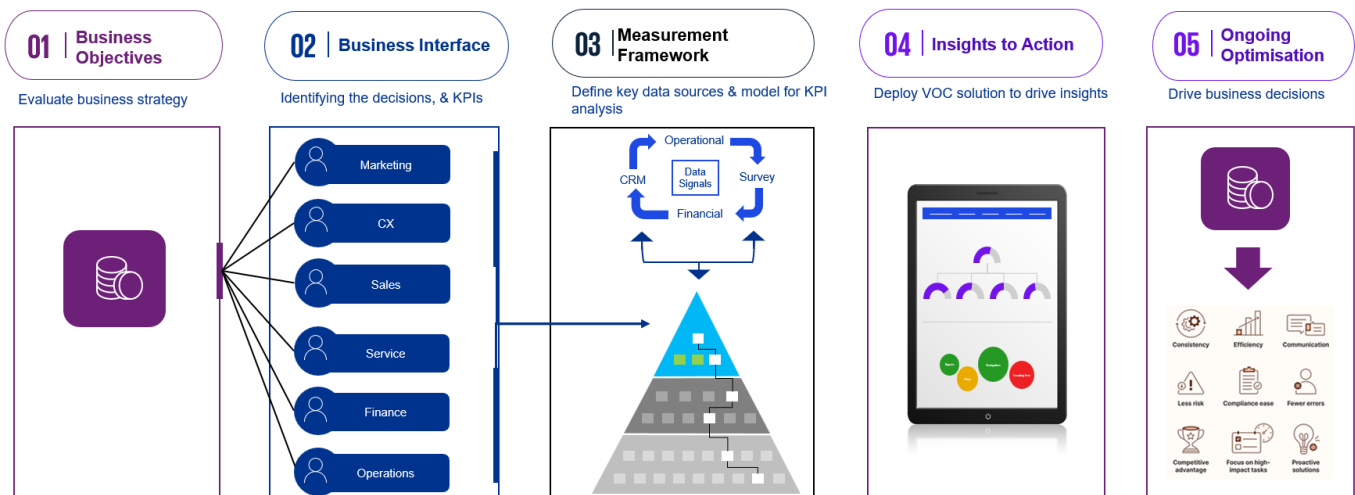
Typical insight frameworks are often designed in isolation of the wider organisation they aim to influence. Our approach (see below) turns this on its head and ensures that the programme

is designed in light of the key decisions it will influence. This can be strategic investment decisions (e.g. where to invest to improve citizen experience) or tactical improvement decisions (e.g. which part of the call script isn't working for our citizens).

Designing the programme this way means that we can develop measurement systems that can tailor

outputs to the specific decisions they inform. This drives engagement and commitment to building resilient, future-ready public services.

Our insight frameworks operationalise the GDS principle of 'start with user needs' by turning it into measurable, actionable and data-driven insights throughout the service lifecycle.



Example: Insight to Impact Operating Model for a Public Sector Organisation

KPMG focussed on understanding business objectives and aligning decisions with customer insights, using stakeholder engagement and data integration to drive impact. Key actions included creating a representative data model, capturing strategic and operational insights, and embedding VoC into governance processes for a holistic view of the business.

The programme delivered immediate benefits, enabling rapid implementation, ongoing optimisation, and measurable improvements in customer experience, positioning the organisation for sustained success.



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