



KPMG Service Experience **Design & Engineering**

A KPMG Service for G-Cloud 15



About us

Experience Design and Engineering is KPMG's approach for putting people at the heart of successful customer service transformation. Our services and approach have been developed with the aim to turn good citizen-centric intentions into transformation that drives tangible benefits for citizens, colleagues and organisations.

We are leaders in experience and strategy

We mobilise the best of KPMG to deliver end-to-end transformation. Our customer practice has been recognised globally by Forrester as a leader in Customer Experience Strategy Consulting Services.



We run the **world's largest customer experience benchmark**, backed by over 16 years of research into what matters most to customers.

This research, as well as the **Six Pillars of Customer Experience**, differentiate our customer offer in the market.



Our Experience Engineering approach is **closely aligned** to the **Service Standard** set out by the **Government Digital Service** so that we can support organisations to get from Discovery to live Beta digital services at pace.

Our services

Our team offers the following services to clients:

Customer experience

Redefined customer (citizens, users, patients, etc.) journeys which create a differentiated experience and support identification of the areas of change which will drive the greatest value for the user and organisation.

Employee experience

Employee journeys that capture the tasks required to fulfil the differentiated customer experience and create a digitally enabled, mobile and experience centric workforce.

Service design and transformation

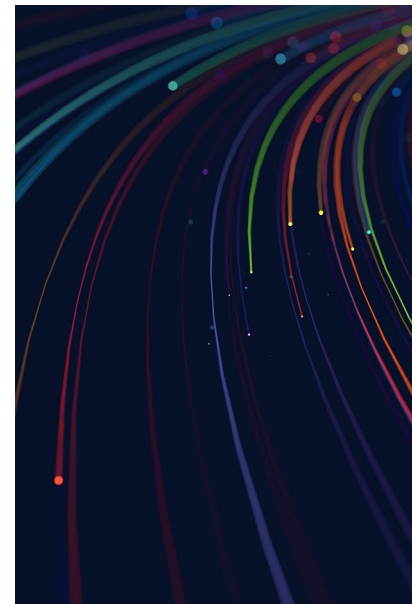
Transforming end-to-end, best in class, AI-enabled services and processes that link together the customer journeys and front office activities, driving greater speed-to-value.

Technology

Underpinning all of these through technology to deliver a seamless experience, utilising our alliance partnerships, including tools and strategies to achieve excellence in an AI-driven world.

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.

KPMG Service Experience Design & Engineering



Service description

Our approach delivers winning customer and colleague (employee) experiences that translate into measurable business value. The approach can be followed and implemented at three levels

Enterprise Level: Where we define strategy, identify value and design a Connected Enterprise

Operational Level: Where we help clients establish and operate Connected Value Streams

Technology Level: Where we configure a suite of solutions on Connected Platforms



Benefits

We help redesign and deliver more effective services which put the customer at the heart of decision making. This will help your organisation to:

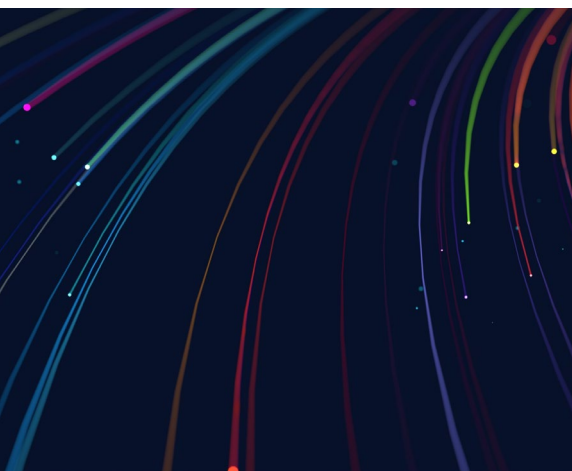
- Gain detailed understanding of the needs/desires of your customers
- Providing the evidence to organisations to design enhanced customer experiences
- Develop strategy to embed customer experience into the business operations, linked through clear measures
- Understanding the needs of customers/users
- Providing the evidence to organisations to design enhanced customer experiences
- Results driven by customer validation and stakeholder input
- Show how well customer experience is managed through clear measures
- Redefine service interactions that are intuitive, cost effective, and build customer trust and advocacy.



Service features

Our service is implemented at three levels. Across all these levels the following principles and features are embedded to help drive improvements:

1. Continual testing of the approach
2. Being led by innovation, supported by technology and enhanced by AI
3. Designing for the outcome
4. Embedding customer in the heart of design
5. Customer experience design (Detailed journey designs)
6. Ensure results are driven by customer validation and stakeholder input
7. Service Ownership
8. Instilling Product Ownership within organisations
9. In-person de-brief workshops and reporting
10. Customer experience design framework and toolkit
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12. Develop capability within your department to do customer transformation



Our Approach

Our approach is underpinned by KPMG's six pillars of Experience Excellence

The Six Pillars of Experience Excellence are KPMG's globally used framework for analysing customer experience. Organisations that understand and deliver against these Six Pillars are proven to deliver enhanced outcomes, grow quicker, and deliver greater value.

Integrity: Being trustworthy and engendering trust.

Resolution: Turning a poor experience into a great one.

Expectations: Managing, meeting and exceeding customer expectations.

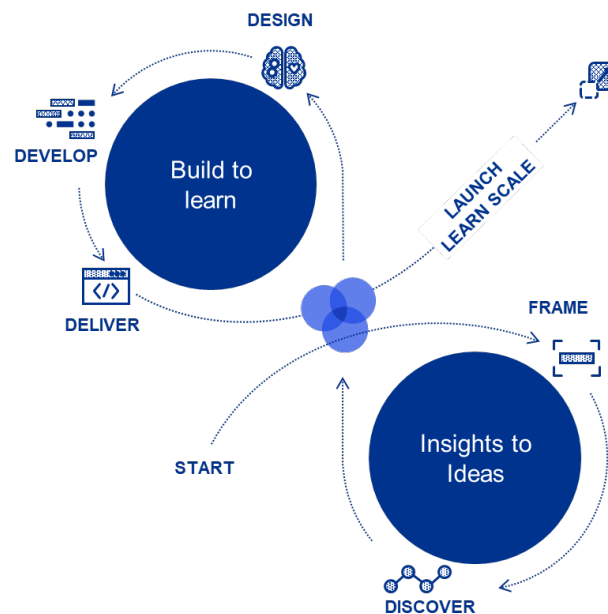
Time and Effort: Minimising customer effort and creating frictionless processes.

Personalisation: Using individualised attention to drive emotional connection.

Empathy: Achieving an understanding of the customer's circumstances to drive deep rapport.

The following key steps are followed when embedding Service Experience Design and Engineering Transformation across the three levels of Enterprise, Operational and Technology:

1. **Frame:** Frame the vision, strategy, objectives, and planned for results
2. **Discover:** Discover the current state customer experience, personas, business capabilities and maturity level
3. **Design:** Design the organisation-wide journey Atlas and priorities; the target business and technology blueprints and operating model impacts
4. **Develop:** Develop the transformation roadmap, value case and portfolio governance arrangements
5. **Deliver:** Manage and deliver the agile portfolio of business change and solution sprints



Example: Digital Transformation programme for a global professional qualifications provider

KPMG introduced self-service portals for members, reducing staff workload, automated exam booking and payment, integrated with finance systems, and implemented a fully integrated data platform to monitor behaviour, improve processes, and enhance customer experience.

The programme delivered improved efficiency and reduced operational costs, enhanced member experience through self-service and automation, and better data visibility enabling proactive support and continuous process improvement.



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