



# KPMG Customer First Podcast Shownotes

## Buying into Brands

### Summary

In this episode of the KPMG Customer First podcast, Jo Stringer, Partner, KPMG in the UK, leads our panel of experts in exploring the emergence of a new type of customer, whose decisions are driven increasingly by purpose, integrity and reputation.

In this episode Jo is joined by Edgar Molenaars, Partner, KPMG in the Netherlands, and Carmen Becker, a partner with KPMG Australia.

Jo highlights KPMG International's recent Customer Experience Excellence report, which shows that while 88 percent of consumers still buy brands based on their needs, 80 percent of people prefer to buy from and into the brands whose actions align with their beliefs and values, and asks what that means for businesses.

The panel explores the increasing focus on the social element of ESG and how those drivers are increasingly valued by customers. They also highlight how ESG is becoming a significant differentiator in a market of similar products and levels of service.

Our experts discuss how businesses can achieve customer buy-in and translate that into practice, illustrating their points with some great examples of trust-building key events.

Both guests agree that integrity is key with Carmen quoting our CEE report: "INPS, across 18 of the 27 markets that we surveyed, said it is very important for brands to really remain true to what they stand for." And they offer advice on how to rebuild lost trust.

Lastly, the panel look at the importance of embedding purpose across the whole business, end to end, to be truly authentic.

### Jump to

- 02:52 min The new value equation
- 03:35 min Values as a differentiator for brands
- 06:05 min Customer insights and communicating on topics that matter
- 06:49 min You are what you stand for: why brands need to live their purpose
- 09:37 min Demonstrating purpose during a crisis
- 12:59 min Integrity builds trust and our CEE report
- 15:55 min Trust-building events
- 17:53 min Rebuilding reputations
- 18:41 min The importance of the middle and back office



### Links from this episode

- Source for all brands discussed: KPMG 2019 Customer Experience Excellence Report: [Customer first. Customer obsessed](#)

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