

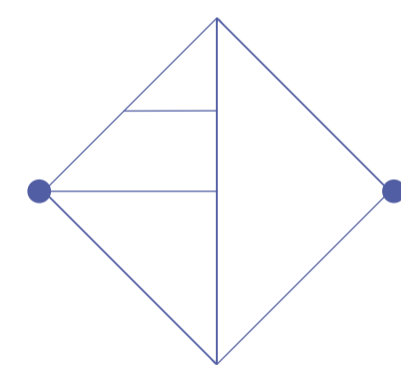
Envisioning the future client-consultant relationship.

A strategy and design for the positioning of KPMG's micro-website creator, Dialogue.

WHY?

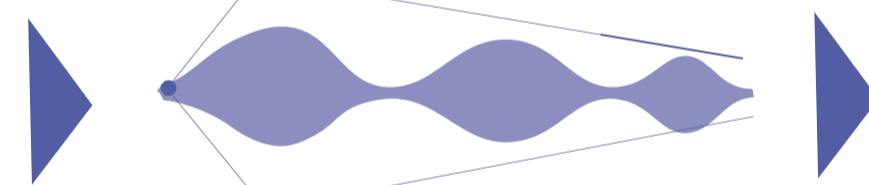
Dialogue is an **internal digital tool of KPMG**, which consultant can use to create **digital reports**. Currently, the competitive market of KPMG, the **consulting industry**, is at the forefront of **disruption and this results in the need of digitally transforming the client-relationship**. This project aims to deliver a product positioning and strategy for Dialogue to support the future KPMG client relationship.

HOW?



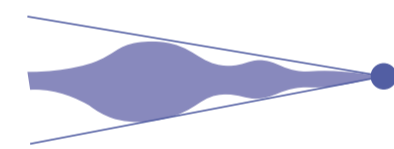
RESEARCH FOR DESIGN

With use of literature, internal interviews and trend research, thorough research was done on the **future client-consultant relationship**. This resulted in 6 factors of importance for the future client-relationship.



RESEARCH THROUGH DESIGN

With use of **design** and **co-reflection three design iterations** with various internal stakeholders, led to a product positioning for Dialogue.



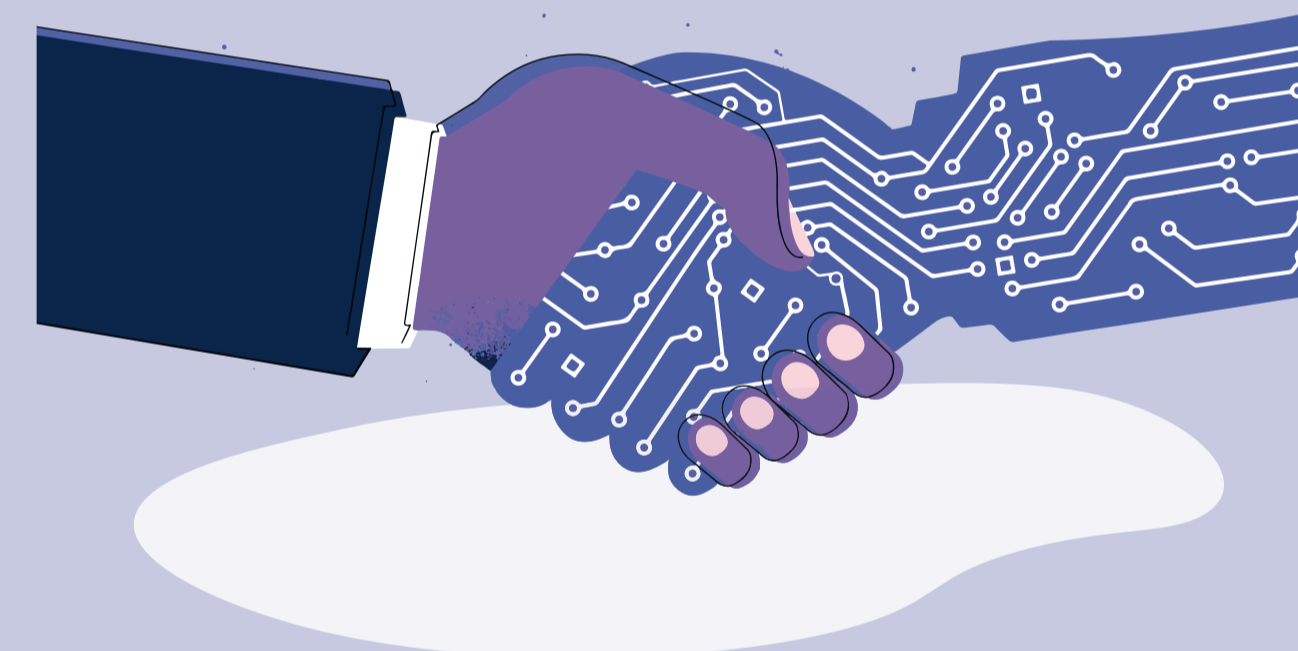
FINAL DESIGN

By iterative desining the final deliverables, the final design is validated with KPMG and the Dialogue product team.

WHAT?

THE HUMANLY DIGITAL CLIENT RELATIONSHIP

- ▶ Pro-active
- ▶ Co-created touchpoints
- ▶ Facilitate people driven progress



DIALOGUE AS CLIENT EXPERIENCE EXPERT.

Facilitator and orchestrator of KPMG'S client experiences.



Charlotte Visser
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Msc Strategic Product Design

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Ir. Baha, S.E. (Mentor)
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