

PwC sales and marketing digitally-enabled capabilities

The challenge

An intelligent CRM is the platform your salesforce should have to harness deep customer knowledge, providing value to the customers while increasing the bottom line.

Together, PwC and Microsoft Dynamics 365 can help your business be more agile and adaptable while innovating to connect in more meaningful ways with your customers. PwC's deep industry knowledge combined with the power of Dynamics 365 can help you to meet and exceed changing customer expectations.



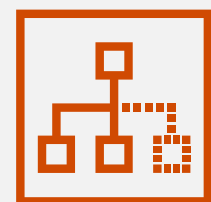
Speed

As technology has improved, consumers are expecting shorter wait times and a faster response from every level of a business.



Convenience

Convenience is identified as one of the most crucial elements of a positive customer experience, and a key driver in purchasing decisions.



Knowledge

Empowering customers with knowledge at their fingertips to get the most relevant information at a moment's notice.

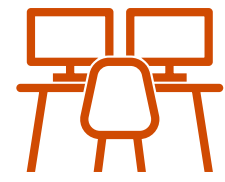


Tailored Experience

In a world of social media and data sharing, customers expect a level of authenticity and individuality in the outreach they receive.

The solution

Customer experience elevated



Front Office Transformation with Connected Sales and Marketing

Set sail for increased sales, reduced costs, and improved team efficiency with our Microsoft Dynamics 365 Sales, Marketing, Copilot and the Power Platform services.



Dynamics 365 Sales and Marketing

Services & processes, data models and a tested delivery approach to help accelerate time-to-value.



Customer 360

Integrated sales and marketing environment with a holistic view of the customer through a single pane-of-glass and integrated data solution.



Sales Visibility

Unified sales and marketing views where users can access current work, incoming work items and see real-time KPI's. Enhancing user experience and helping streamline workflows.



Advanced Reporting and Analytics

Ability to generate reporting views to empower real-time decisions and future state planning based on your needs.



Case study

Global technology firm streamlines sales operations with PwC and Microsoft Dynamics 365

Challenge

Running disparate CRM systems across regions, this global professional services firm was facing challenges growing their business due to inefficient processes while keeping up with increasing client demands.

Solution

Utilizing PwC's sales and marketing capabilities, the client enabled a customer 360 view while streamlining their sales and marketing operations.

Results

Improved lead to cash efficiency by increasing productivity, improving forecasting capabilities, and enhancing operational insights. Drove marked increase in average deal size and shortened overall sales cycle resulting in significant revenue and margin uplift.

25-50%

sales and marketing productivity improvement

10-15%

increase in average deal size

5-10%

gross margin uplift

Percentages based on PwC and Microsoft previous client engagement. Not guaranteed results



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Thank you

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