

PwC sales and marketing ready digitally-enabled capabilities

Front Office Transformation

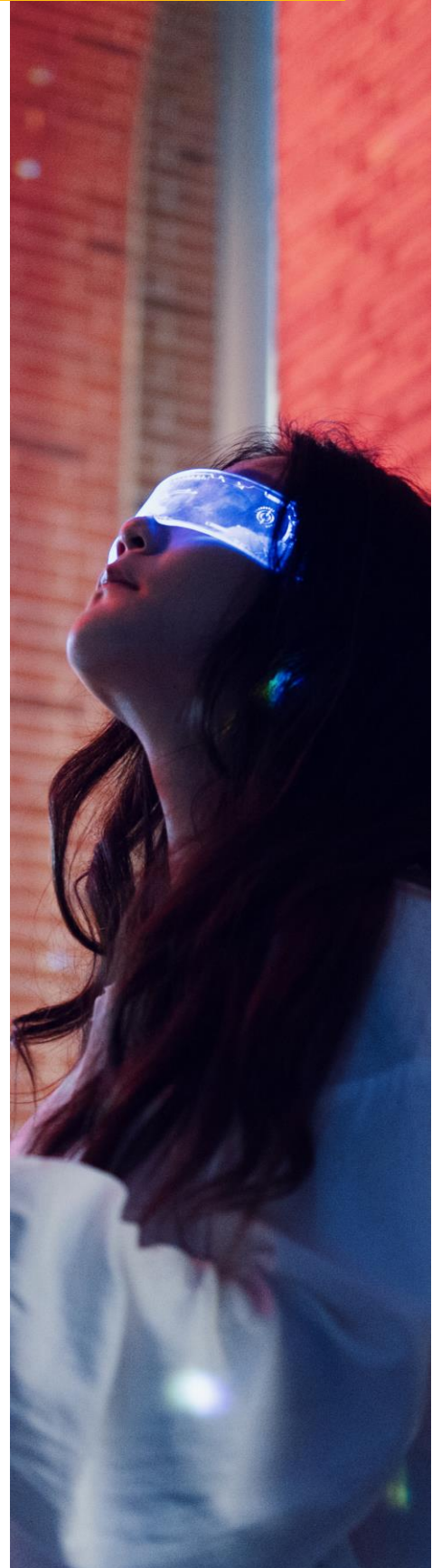
PwC's sales and marketing ready digital-enabled capabilities are enabled by Dynamics 365 Sales, Marketing, Copilot, and Power Platform. The capabilities reflects industry insights, PwC's practical implementation experience and innovation. Enabled in the services and capabilities you'll find additional functionality to help accelerate sales and marketing business processes and drive faster time-to-value and sustained business outcomes for clients.

5-10% gross margin uplift

10-15% increase in average deal size

25-50% sales and marketing productivity improvement

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



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Features

Dynamics 365 Sales and Marketing

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

Sales Visibility

Unified sales and marketing views and dashboards where users can access current work, upcoming activities and real-time KPIs. Enhancing user experience and helping to streamline workflows.

Customer 360

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

Advanced Reporting and Analytics

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

Global technology firm streamlines sales operations with 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 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.



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