

# D365 Sales & Marketing Excellence

## The Challenge

**Really knowing your customer is the kind of beneficial support a company can provide to help make customers feel valued.**

Together, PwC and Microsoft Dynamics 365 can help your business be more agile and adaptable while innovating to connect in more meaningful ways. 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 important elements of a positive customer experience.



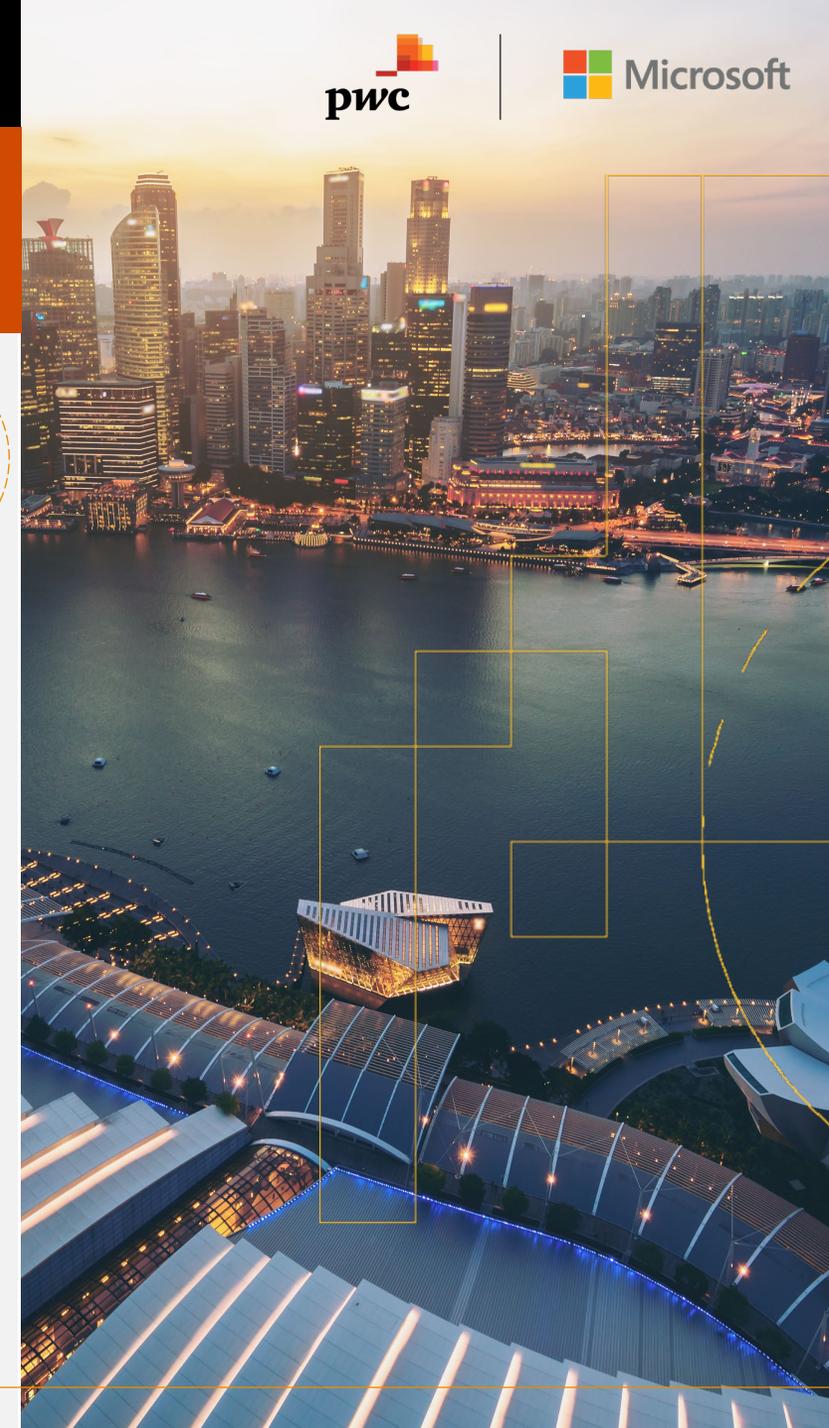
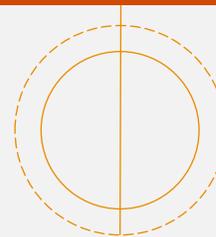
### Knowledge

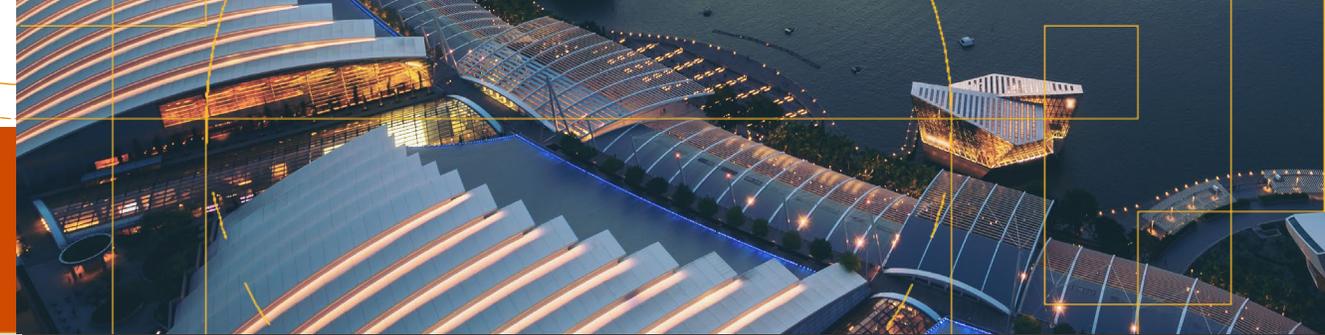
Empowering customers with knowledge at their fingertips to get the most relevant information at a moment's notice.



### Valuing Customer Time

Delivering the right content at the right time is the best support a company can provide to make customers feel valued.





# 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 PwC's Microsoft Dynamics 365 Sales, Marketing, Viva Sales and the Power Platform services.

-  **D365 Sales & Marketing Excellence:** Services & processes, data models and a tested delivery approach to help accelerate time-to-value.
-  **Customer 360:** Integrated sales & marketing environment with a holistic view of the customer through a single pane-of-glass and integrated data solution.
-  **Sales Visibility:** Unified Sales & 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 & Analytics:** Ability to generate reporting views to empower real-time decisions and future state planning based on your needs.

## Key benefits



\*Based on previous PwC & Microsoft client engagements

# Use Case



## Global data analytics and professional services firm streamlines sales operations with PwC and Microsoft Dynamics 365

### Challenge

Running on an older version of Oracle based CRM, this global professional services firm was facing challenges growing their business due to inefficient processes while keeping up with increasing client demands of the largest hospital network.

### Solution

Utilizing PwC's D365 Sales & Marketing Excellence services, the client enabled a customer 360 view while streamlining their sales & 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.

### Let's connect



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