Software and digital platform sector
Collaborate with customers to co-create success

Customer retention has never been more critical

Trends toward online business are accelerating. Some software and digital platform companies are experiencing an increase in demand, others are losing traction as customers cut discretionary spend. The winners will collaborate with their customers, channel partners to deliver value during recovery and accelerate growth beyond it.

How PwC can help
- Bring new products and experiences through subscription and consumption means
- Accelerate business value through sales and marketing transformation
- Connect insights from across the organization to elevate customer experience
- Align sales team incentives to value drivers for your customers
- Implement digital upskilling to bridge gaps in understanding customer needs
- Transform how you connect, transact and engage with customers

Four priorities for collaborating with customers
1. Study your customers—they’ve changed
2. Expand the boundaries of your sales team
3. Adopt customer success models
4. Push the limits of innovation

Why PwC

Strong foundation
- Leverage our deep knowledge of the software and digital platforms sector and ecosystem players
- Build an integrated, stable business structure supporting your path to innovation

Business agility
- Tackle complex problems with a holistic and collaborative approach
- Design and execute a connected solution addressing platform, UX and privacy objectives

Growth transformation
- Drive performance and retention backed by customer behavior trends
- Power your offerings with technology-enabled human centered design

Contact
Robert Moline
Technology, Media and Telecom Partner
+1 (206) 369 0633
robert.l.moline@pwc.com

Emmanuelle Rivet
Technology, Media and Telecom Partner
+1 (408) 817 3835
emmanuelle.s.rivet@pwc.com

pwc.com/us/tmt/customer-retention.html

© 2020 PwC. All rights reserved. PwC refers to the US member firm or one of its subsidiaries or affiliates and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details. This content is for general information purposes only and should not be used as a substitute for consultation with professional advisors.