

Agile Commerce



PwC leverages our Agile Commerce global template to accelerate deployment of an integrated B2B digital marketing and commerce solution in just 4 weeks.

Address your biggest challenges and questions

Today's B2B companies must adopt and adapt digitally to keep up with the rapid pace of change and enable efficient ways to identify leads, target marketing campaigns, sell products, and nurture business customers throughout their engagement and journey.

Do you want to integrate your online and offline channels? Are you wondering how to reduce and improve your online channel costs? Do you want to learn how to launch a B2B Commerce channel in the next **4 weeks** the right way? Do you want to automate advanced ordering processes with complex products and pricing rules? Do you want to drive customer compliance behaviors that allow customers to improve their vendor agreements and create mutually beneficial moments? Agile Commerce enables you to do all this, and more.

Benefits

Agile Commerce allows PwC to **accelerate the time to deploy and scale** a global digital commerce solution while helping improve customer experience, revenue, customer / agent efficiency and cost savings.

Quickstart and scale a digital ecosystem

PwC's Agile Commerce is a tech enabled service that leverages an integrated commerce and marketing solution to help companies provide a personalized, behavior-driven experience for their customers, while realizing considerable operational efficiencies. Utilizing our innovative and holistic methodology, Agile Commerce works at the intersection of business, experience and technology to help deliver digital commerce and marketing solutions from strategy through implementation.

Capabilities of Agile Commerce

- Complex products and customer pricing rules enabling configurable products with characteristics/attributes
- Accelerated ordering for simple and complex products
- Dashboards for contract compliance and vendor rebate tracking
- Customer entitlements supported by customer specific catalogs, pricing, and promotion rules
- Customer service management via Salesforce Case management for broader customer self-service
- AI-powered suggestive selling to optimize order recommendations
- Customer insight analytics for dashboard-based reporting
- Microservices integration with Mulesoft to automate common back-office integrations



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