

PwC named a Strong Performer in The Forrester Wave™: Digital Experience Agencies in Asia Pacific, Q4 2019.

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Dec 11, 2019 16:00 +08

PwC rated as a Strong Performer in Digital Experience Agencies in Asia Pacific

PwC announced that it was cited as a Strong Performer in The Forrester Wave™: Digital Experience Agencies in Asia Pacific, Q4 2019.

Forrester notes that: “Portfolio breadth and depth to support DX led transformation is the key differentiator.”

The report states that: “PwC has stepped up its experience innovation

practice. With approximately 1,800 staff focused on DX services in Asia Pacific, PwC has a strong advisory and audit culture. The consultancy offers DX services primarily to business leaders but is extending to technology and marketing leaders. PwC has invested in its business, experience, and technology practices with new experience centers in Singapore and Tokyo. It focuses on experience software from Oracle, Salesforce, SAP Hybris, and Sitecore. PwC prioritises the financial services, retail, and government verticals.”

Patricio De Matteis, Experience Consulting and Digital Lead, PwC Australia said: It’s great to be recognised in this Forrester report. Using our BXT methodology, we bring together diverse viewpoints so that solutions can be identified that are not intuitive when viewed through a single lens. We help our clients to bring ideas to life built on a foundation of unearthed real-world insights. The experiences we create for them to deliver to their customers generates new, enduring and evolving value.”

The report goes on to say that:

“PwC is strong in client co-innovation, analytics, and AI. Clients like PwC’s strong design, CX insight, and strategy services; deep client account knowledge; and the quality and continuity of its capabilities and ideation services ... We like PwC’s ability to rely on its people and organisation for cultural and change management needs and the quality of its experience center network in AP.”

Nick Spooner, Markets Lead for Experience Consulting said: “We are pleased to be included in this report. We help our clients go beyond just problem solving, working with them to bring ideas to life through strategy to execution, creating real value for their customers, partners and employees. With our BXT way of working, we help our clients on their experience led transformation journey.”

Notes

- 1. For more information on how PwC can help, visit <https://digital.pwc.com/en.html>
- 2. To find out more about how PwC has been evaluated by leading business, technology and industry analysts visit pwc.com/analystviews

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