



News release

<i>Date</i>	1 February 2016
<i>Contact</i>	Helen Tardif, PwC Tel: + 44 (0) 1509 604184 e-mail: helen.tardif@uk.pwc.com Follow/retweet: @pwc_press
<i>Pages</i>	2

PwC positioned as a Leader in new Gartner Magic Quadrant for CRM and Customer Experience Implementation Services, Worldwide report

PwC has been positioned in the Leaders' quadrant of Gartner's Magic Quadrant for CRM and Customer Experience (CX) Implementation Services, Worldwide.

This Magic Quadrant focuses on the CRM and customer experience (CX) implementation service market worldwide which has evolved over the past few years into a broad and diverse marketplace with many different offerings and services.

According to Gartner "Leaders are performing well today, gaining traction and mind share in the market; they have a clear vision of market direction and are actively building competencies to sustain their leadership position in the market."

Juan Pujadas, Global Advisory Chairman, said "I'm really pleased that Gartner has recognised PwC as a leader in the Magic Quadrant for CRM and Customer Experience Implementation Services, Worldwide. The customer is at the heart of all the services we provide and we feel this recognition is reflective of this."

Gartner Disclaimer

Gartner, Magic Quadrant for CRM and Customer Experience Implementation Services, Worldwide, December 22, 2015

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Notes

1. For more information, visit pwc.com/analystviews
2. At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with more than 208,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.