

## PwC: Enterprise Software "Fundamentally Altered"

Written by Marco Attard  
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PriceWaterhouseCooper (PwC) US reports the combination of cloud, social media, mobile and big data has "fundamentally altered the enterprise software sales process," meaning vendors and partners must shift their value propositions and consumer experiences.



The conclusion comes from "Experience Radar 2013: Lessons from the US Software Industry," a survey of 6000 US-based consumers across multiple industries.

"Responses to our survey suggest that the days of large-scale sales and implementations are behind us and as a result, software vendors in this demand-driven environment are no longer able to mandate terms," PwC says. "Today's software customers have options and expect next-generation sales to be uniquely tailored to their needs and able to move at the pace with which they do business. To stay in the game, leading software vendors need to deepen relationships with customers and offer what they value most."

The survey looks at 5 core enterprise software customer experience attributes-- quality, support, convenience, presentation and community-- and defines the 5 behaviors software vendors should adopt to enhance consumer experience and value:

**Deliver what matters most:** Software must prioritise performance over bells and whistles, focusing resources on improving main functions. Vendors should also partner with system installers for the smoothest installation possible.

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- **Infuse the human touch:** Human communication remains critical, even in an era of multiple alternate channels. Build long-term relationships with customers via personalised support, training, live demonstrations and employee incentives.
- **Promote agility:** 78% of companies have some kind of BYOD policy in place, meaning companies need software supporting flexible, cloud-based workplace models.
- **Own the issues:** Take ownership of issues with swift resolution (the time window for most customers is 24 hours), and invest in processes and technology to minimise errors.
- **Turn advocacy** into action: Customers are more likely to purchase from highly regarded companies, and 84% recommend a vendor after a positive experience.

"Some of the top drivers of great customer experience for the software industry— smooth installation, prompt support and personalized attention— serve as powerful guides for other industries to follow in determining how to create meaningful experiences to drive long-term customer loyalty," PwC concludes.

Go [Experience Radar 2013: Lessons from the US Enterprise Software Industry](#)