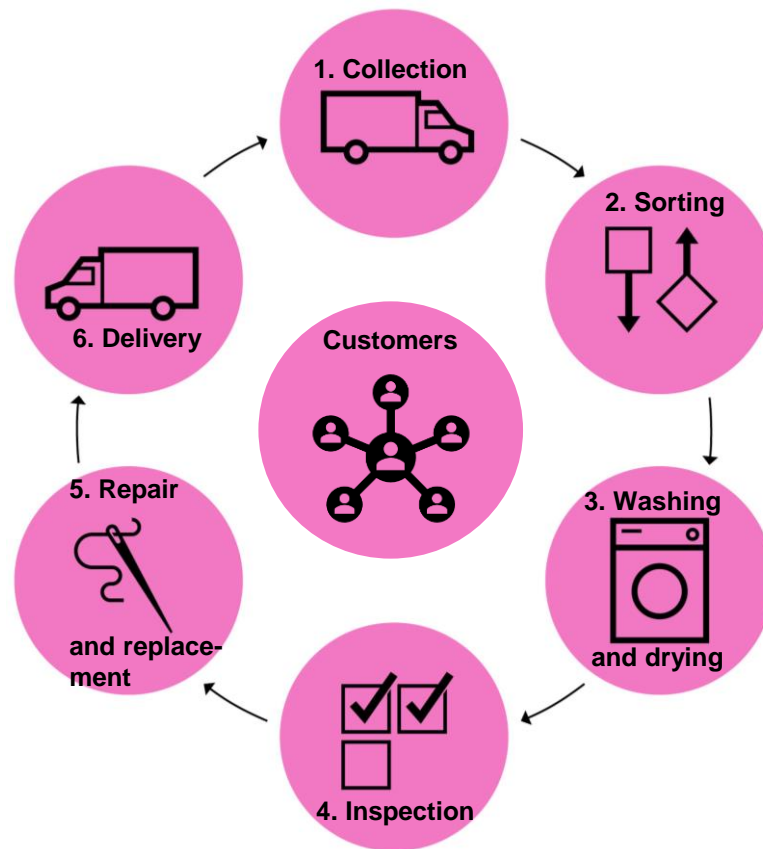


# Marketing Automation at CWS – Multiplying Sales Efficiency

# Our purpose: For a healthier and safer tomorrow

Recognized leader in sustainable, innovative and digital rental solutions for all customers in workwear, hygiene and building solutions



# A Digital Revolution is here

Digital is  
revolutionizing B2B  
marketing & sales



## **Customer journeys are dramatically changing**

Customers in control, multiple touch-points, seamless experience



## **Digital marketing is much more targeted**

Contextual, behavioural and personalised offer and messaging, B2C and B2B



## **Digitally enabled sales are more efficient and effective**

Omnichannel, data-driven and tool supported; lower cost, higher effectiveness



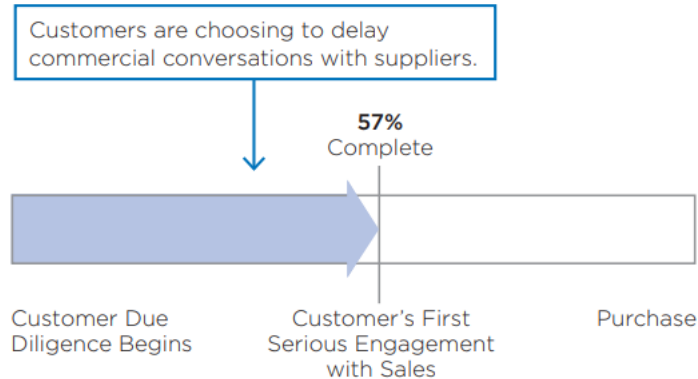
## **New market entrants disrupting traditional channels**

New operating models, talents and capabilities; Big Data is the new gold

# The behaviour of B2B Buyers is changing

## Degree of Progress Through the Purchase Process Before Engaging Sales

*Customer Average*



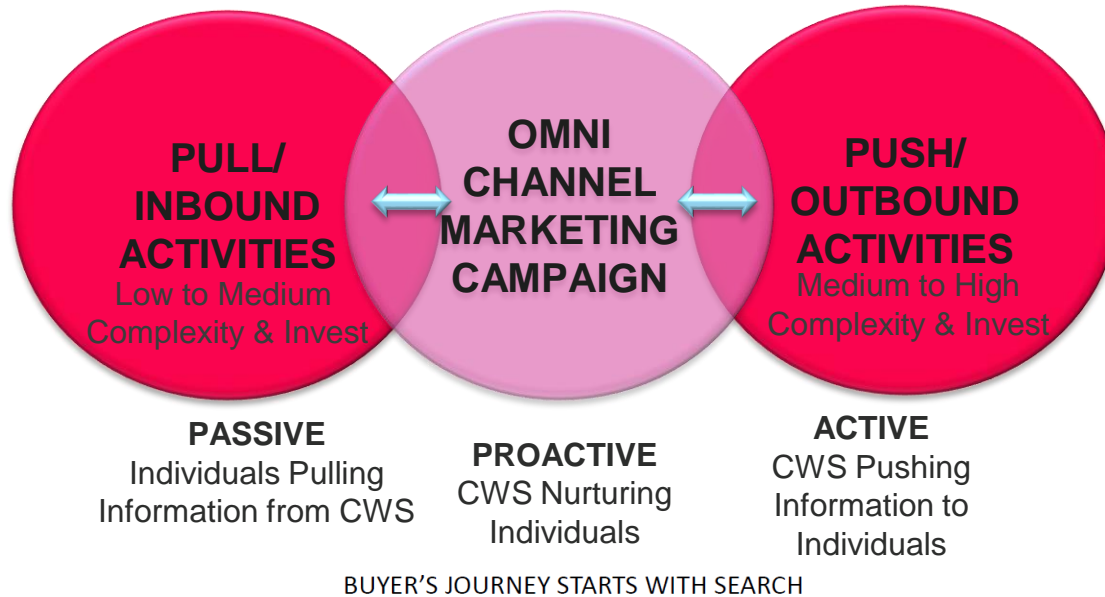
- Google survey of 22 large B2B organisations across 10 industries. Total of 1,500 purchasing decision makers interviewed

Source: Google

Marketing Automation at CWS – Multiplying Sales Efficiency, ecosphere days 2019

B2B buyers are  
~ 60% of the way  
through the  
purchase process  
before they speak  
with a sales rep

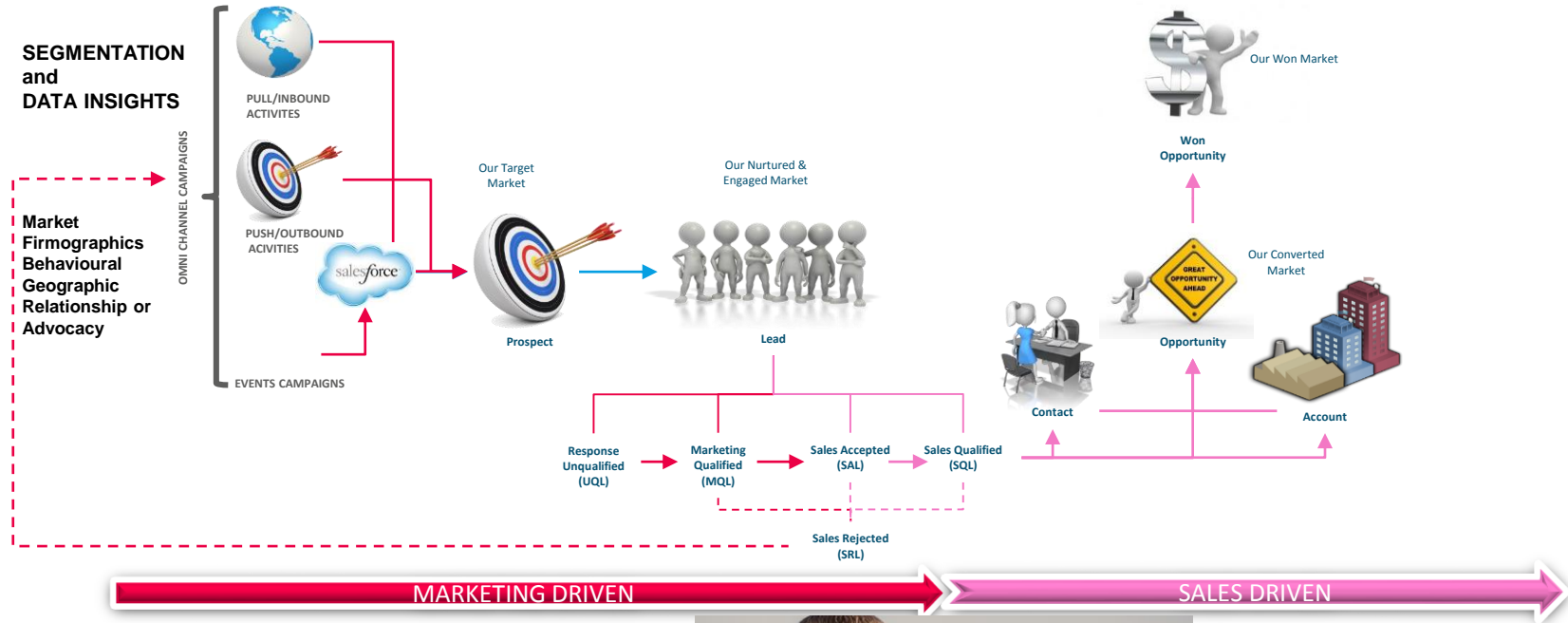
# Marketing engagement model



B2B buyers look for products and solutions

**88%** of them research  
in the Internet using Search

# Strong collaboration btw Marketing & Sales drives growth and efficiency



# Start Digital Transformation Journey with improving Customer Experience



## ENGAGING CUSTOMERS

Give Customers new experiences that they'll love.



## EMPOWERING EMPLOYEES

Reinvent productivity and enable a data-driven culture.



## OPTIMIZING OPERATIONS

Modernize portfolio, Transform processes and skills.



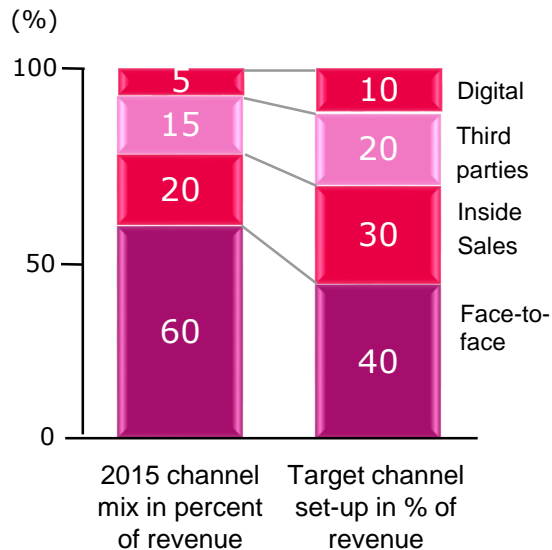
## TRANSFORMING PRODUCTS

Innovate products and businessmodels.

- Improve Customer Reach and Demand Generation by introducing an omni channel approach based on a to be established transactional website
- Establish effective outbound and inbound marketing campaigns to increase demand
- Establish efficient marketing and sales funnel to process identified and qualified leads to real opportunities and sales
- Increase sales productivity significantly

# Next Gen in marketing and sales offers a huge opportunity to significantly improve sales and customer reach

## Digitalizing channel mix



## Levers

- Streamlined channel to market cost (reduction in face-to-face) with simultaneously higher growth prospects
- Reduced expense ratios of channels based on digital enablement
- Extended customer touchpoints via broader channel mix
- Broader direct reach of customers through e-commerce and inside sales



**Thank  
you!**