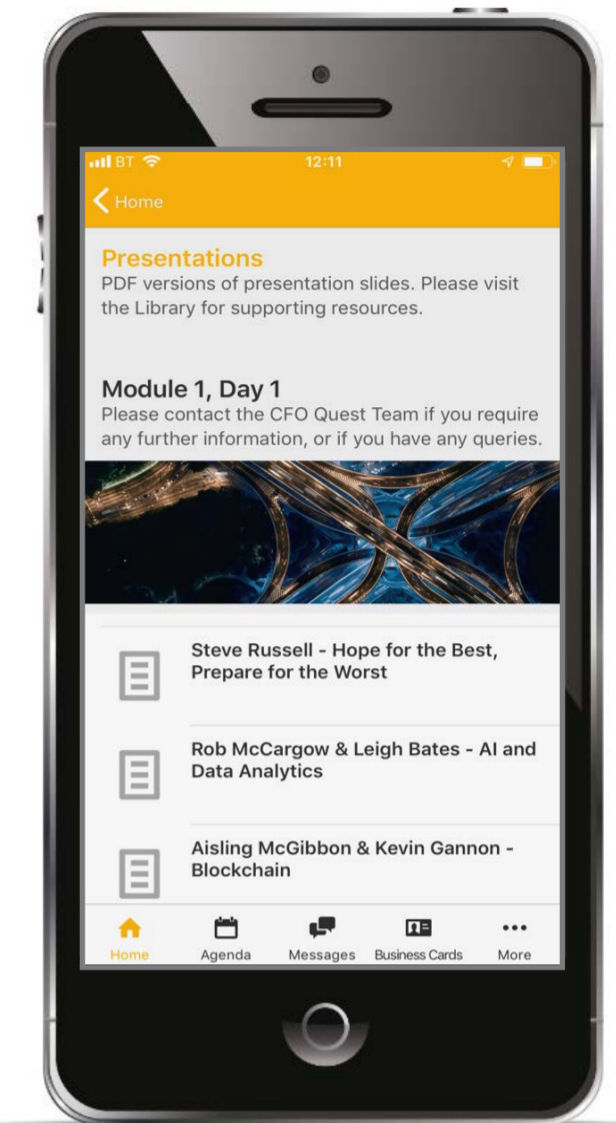
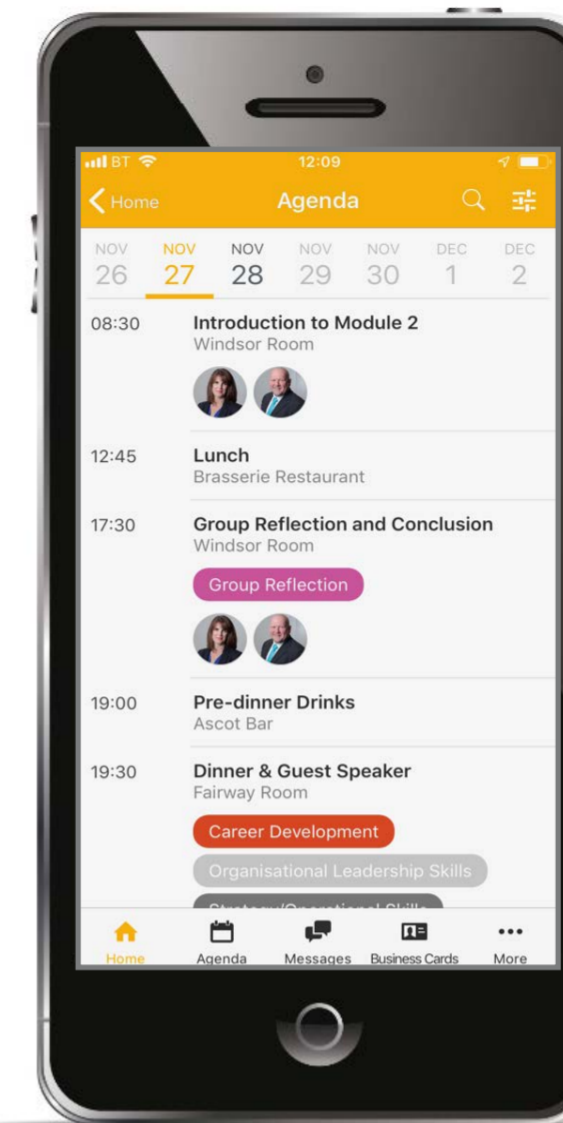
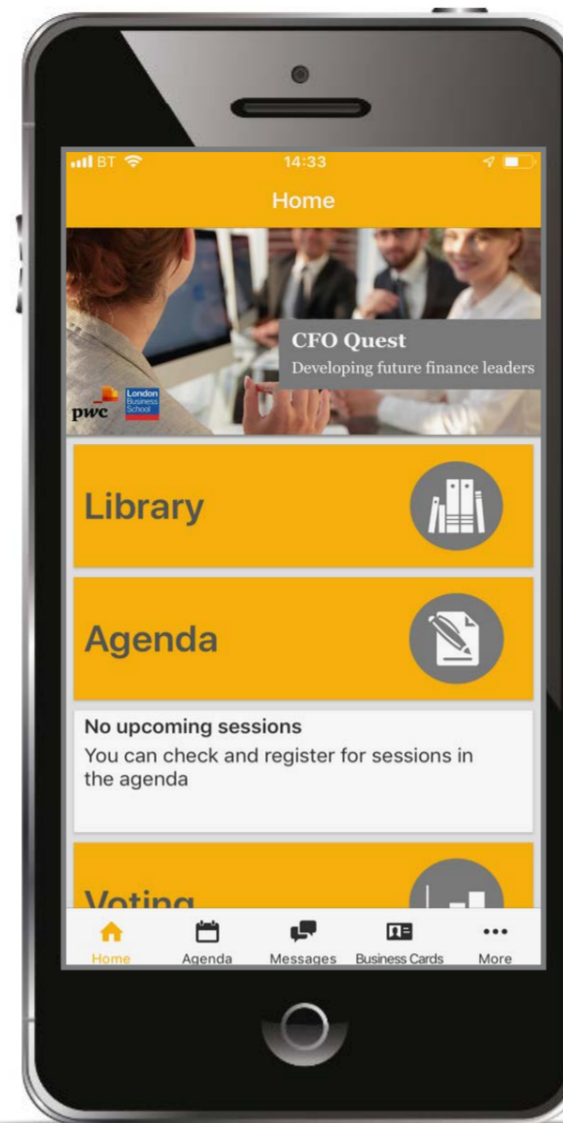


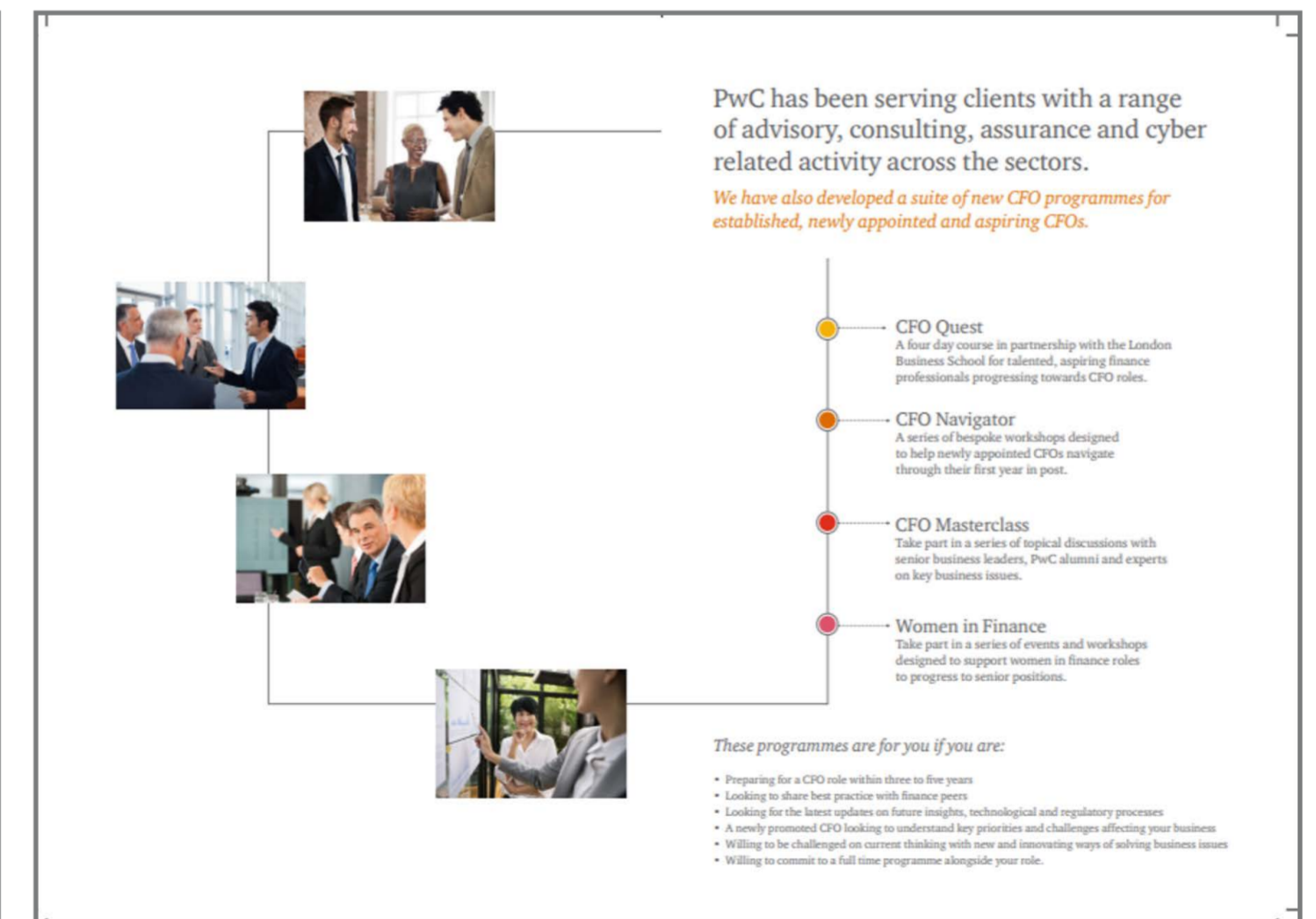
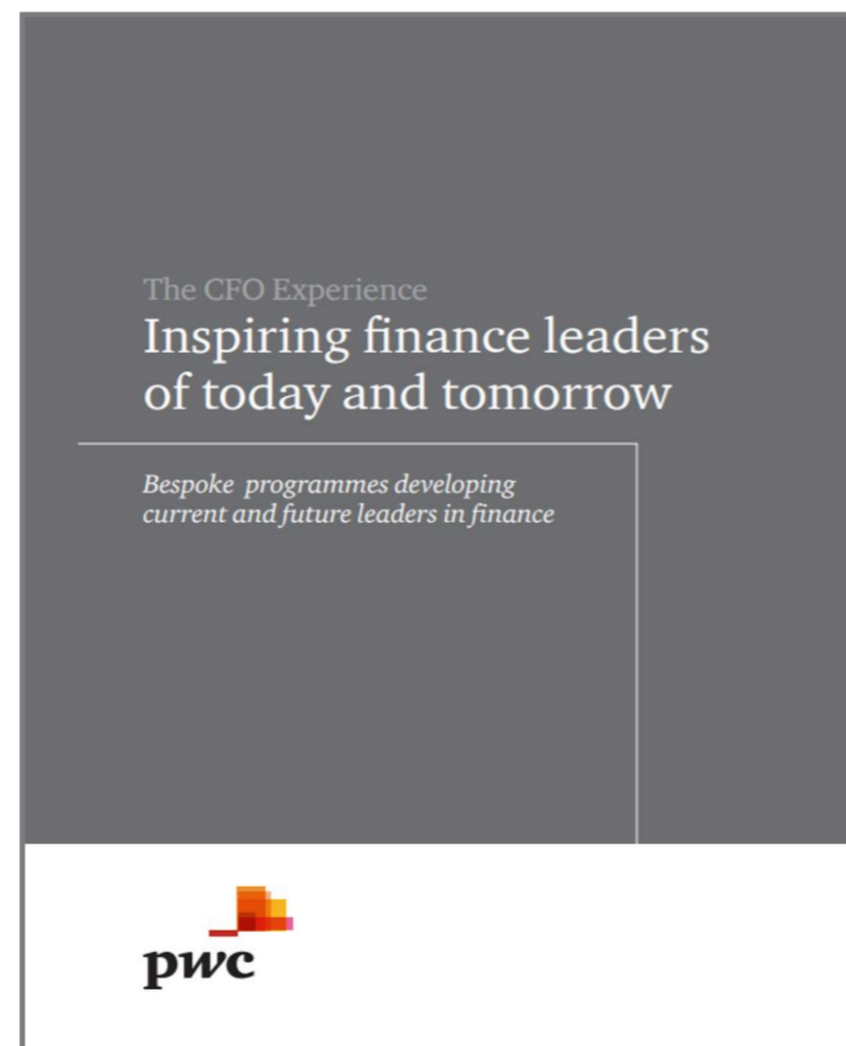
Event banner stands



Event app



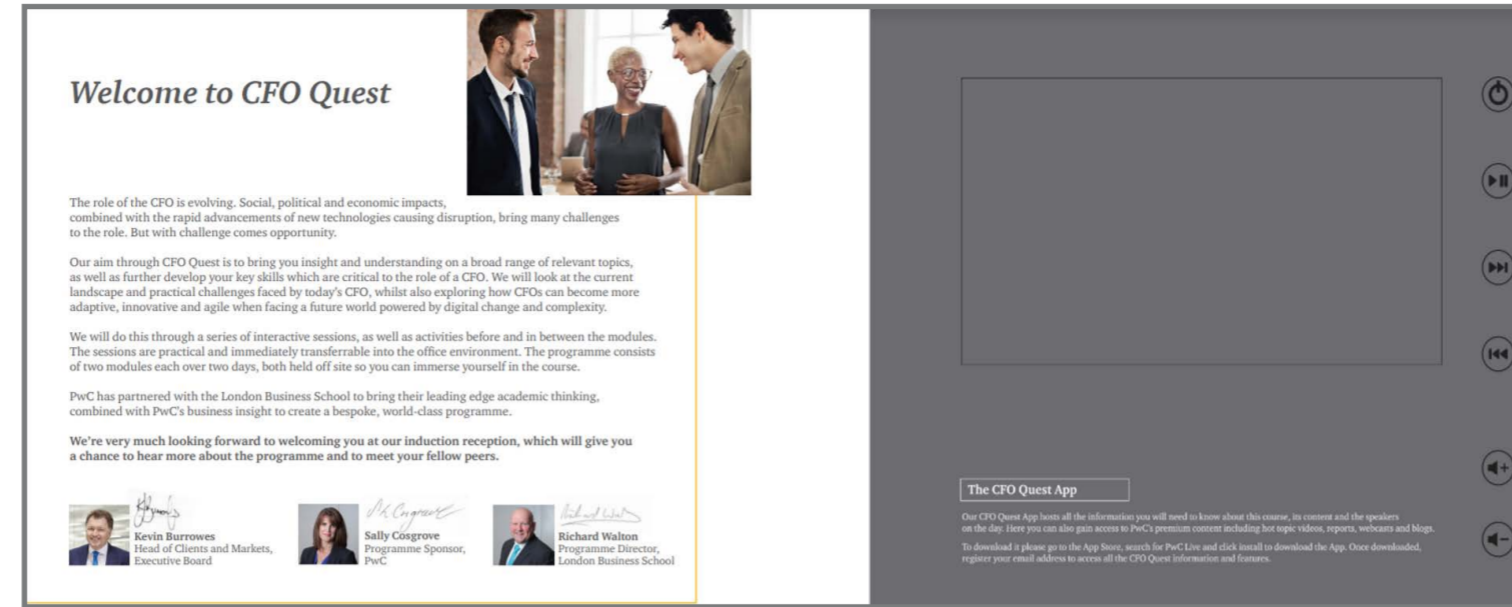
Programme brochure



Category name: Best customer experience (CX) initiative
 Category number(s): 9
 Contact: Bimal Karaji / Samantha Kelley

Campaign name: PwC CFO Quest programme 2019
 Brand: PwC
 Agency: PwC

Welcome video and pack



Skills framework



CFO Quest

Bespoke programmes developing current and future leaders in finance

96%

satisfaction scores
received from clients on
the programme

100%

advocacy scores
clients would recommend the
programme to colleagues/friends

100%

app engagement
both Cohorts continuing to use it
even now:
• Cohort 1 - March/May 2018,
• Cohort 2 - Sept/Nov 2018

“

It's been great taking time to reflect on where we are in our careers, where we go next and honing in on some pretty core skills.

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