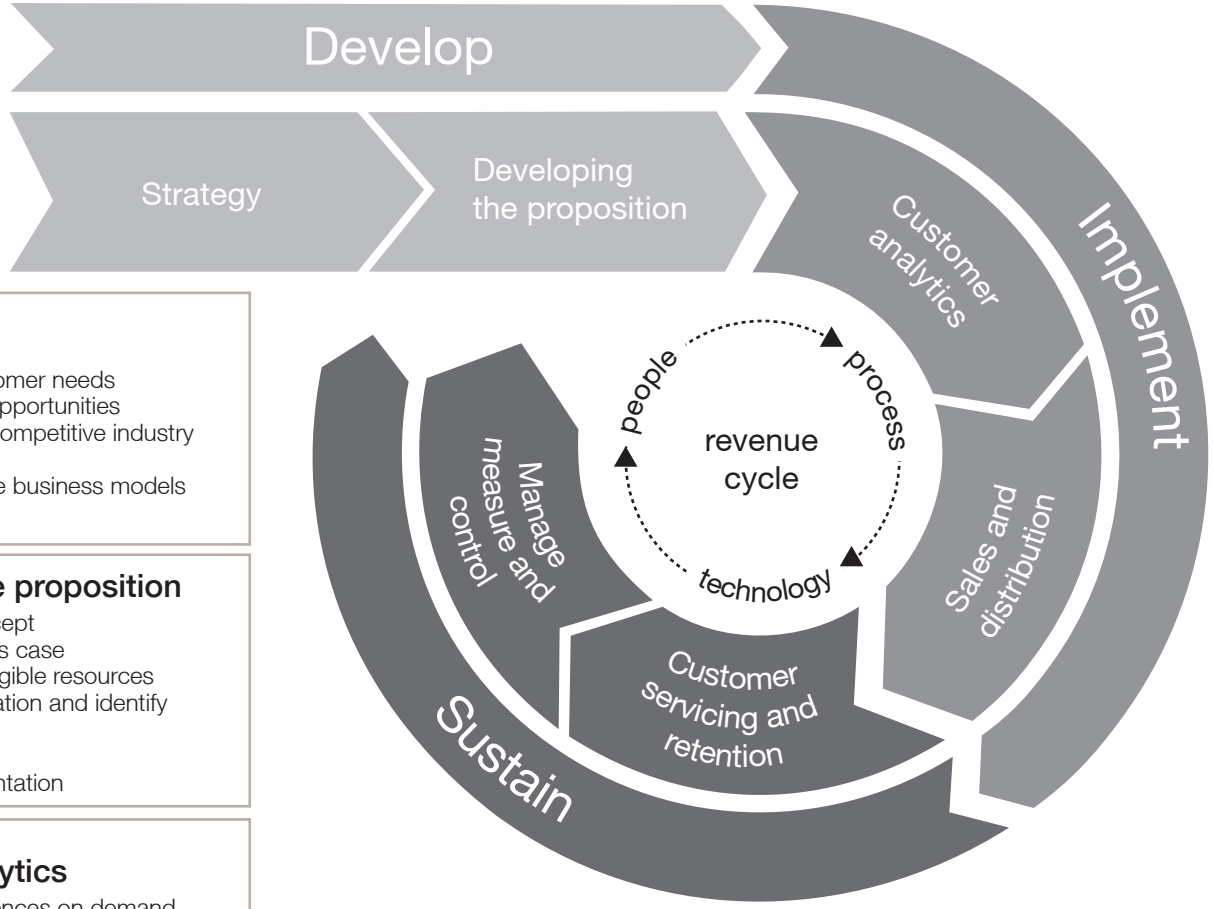
Revenue growth framework



Strategy
- Understand customer needs
- Validate market opportunities
- Understand the competitive industry landscape
- Assess alternative business models

Developing the proposition
- Develop the concept
- Build the business case
- Understand intangible resources
- Align the organisation and identify resource limits
- Market test
- Plan for implementation

Customer analytics
- Understand influences on demand
- Test and refine alternative product, pricing and distribution options
- Effective targeting
- Decision support

Sales & distribution
- Channel optimisation
- Relationship management
- Effective sales management
- Channel operations
- Alliance management

Customer servicing & retention
- Effective customer service
- Retention strategies
- Continuous improvement

Measure, manage & control
- Governance & management
- Financial & non-financial indicators
- Assessment of customer & markets
- Requirements for continued growth
- Efficient tax management and control

PwC provide a service capability based on independent business analytics and the ability to support our clients from strategy through to implementation.