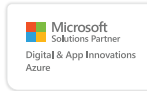
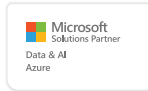


SUCCESS CASE



CWB is an innovative and digitalized company, dedicated to leading the transformation of professional services, with a vision oriented towards excellence and continuous improvement. Over the years, the company has invested significantly in digitalization, anticipating market changes, and preparing to incorporate the potential of Artificial Intelligence (AI) into its processes and service delivery.

Aiming for business growth, CWB, in addition to expanding its geographic presence, wants to reach market segments that have not yet been leveraged, using a business digitalization strategy. To this end, it is investing in technological infrastructure modernization and a digital commercial redirection.

The objective is to expand its network to consolidate operations in new regions in both the B2B and B2C areas, simplifying and increasing the automation of Clients and Suppliers onboarding. On one hand, allowing the sales process to be faster and more automated, on the other, retaining Clients through

a more personalized and customized response. The intention is to reach market niches that have not yet been explored, reducing operational errors, achieving greater logistical flexibility and greater efficiency.

The drive to accelerate AI integration was catalyzed by the emergence of this technology and CWB decided to choose Arquiconsult as a partner. The decision was supported above all by the team's expertise, as explained by *Halim Shehadeh*, CEO of the company.

“We chose Arquiconsult as a partner because of its team - it is without a doubt, and so far, the best group of professionals we have found in this sector. Additionally, Arquiconsult team is unparalleled in terms of proficiency, business process acumen, and communication.”

CWB's goal is to reach the optimum point of business process automation, leveraging AI to provide an exceptional Customer experience at all touchpoints throughout its lifecycle. The continued investment in Microsoft solutions reflects the company's confidence in the strategic vision of *Satya Nadella*, Executive Director of Microsoft.

“We needed a technology partner committed to re-inventing collaboration across an organization all the while providing the offering through a web-based infrastructure that required limited upfront capital expenditure,”



already available by implementing a new set of analytical reports based on Power BI. The role of Power BI is recognized as fundamental for a better sales strategy and increased productivity. However, CWB highlights that success is not limited only to the implementation of the tool, but to the solid foundation of existing digitalization. «We have been able to deliver a much more enjoyable experience for our customers by designing intuitive digital solutions that allow our customers to seamlessly and painlessly interact with our people when it comes to administrative processes such as on-boarding, billing, and collections», explained.

At this moment, CWB's main objective is to remain at the forefront when it comes to using the best technology and, to this end, it hopes to continue to rely on the know-how and expertise of Arquiconsult team to improve processes and customer experience.

“Arquiconsult is hands down the most capable, professional, and business process attuned partner we’ve worked with. They easily adapt and regroup when an unforeseen obstacle in specific business process is identified, and they are very quick to propose a solution. Our expectation is that they continue to propose solutions to us to keep us at the forefront when it comes to leveraging the latest technology to enhance our processes and our customers”, concluded Halim Shehadeh.

ABOUT ARQUICONSULT

Arquiconsult is an information systems consulting company, based on Microsoft Dynamics technologies, with offices in Barcelona, Bilbao, Lisbon, Luanda, Madrid, Oporto, Riyadh, Salamanca, Seville and Vila Real.

Composed by the largest and most experienced team of consultants, having already implemented some of the most complex Microsoft Dynamics Business Solutions and being frequently referred to international clients for their implementations in our country.

Arquiconsult is constantly innovating its offer and has several verticals available, for several activity sectors, which add value to Microsoft Dynamics 365.



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