

# Business Case Study

## Key Account Management in a Leading IT Services Organization

### BACKGROUND

One of the US based MNC, a provider of integrated technology and business services with development centres in India was undergoing a restructuring initiative whereby a new division called 'Managed Services Organization' had been carved out. As part of their long term strategy, the firm wanted to create a pool of Key Account Managers and visualize a state where KAMs perform as sales touch points for deepening existing client relationships. In this initiative is a business critical intervention the client partnered with InspireOne to chalk out a development path which developed the key competencies that are required for the role of a KAM .

### SOLUTIONS

A journey of several interventions, spread across and the USA and focusing upon:

**EXECUTIVE PRESENCE :** To enable the selected audience to create a strong personal brand with their clients and also within the organization which creates a larger impact on various sets of stakeholders.

**KEY ACCOUNT MANAGEMENT :** Creation of a KAM framework that would be followed across the organization to ensure the desired results in sales and relationship management

### KEY OBJECTIVES

The terminal objectives of an intensive learning initiative for 6 months per target group were -



### ACHIEVEMENTS

- The Intervention was a huge success winning appreciation from participants, supervisors as well as the leadership team.
- Concrete business results - from increased penetration in customer base to process improvements to improvement in CSAT score