

KEY ACCOUNT MANAGEMENT IN A LEADING IT SERVICES ORGANIZATION

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.



APPROACH

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

OUTCOMES

- 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