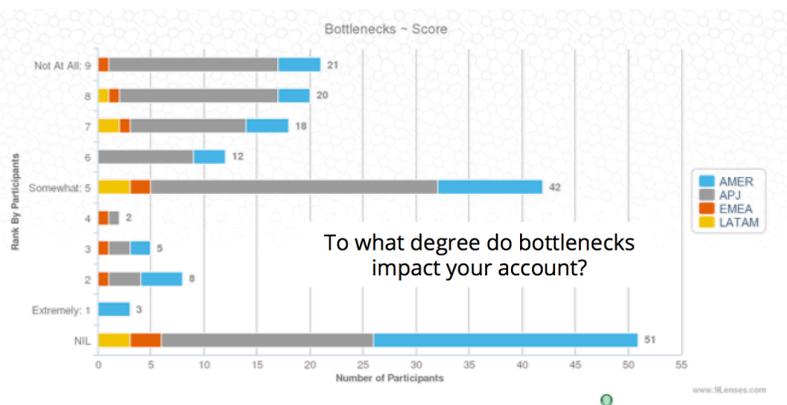


# 9Lenses helps discover opportunities to improve strategic plans and grow revenue



Using 9Lenses, a Fortune 20 customer conducted software-based interviews on a Fortune 100 customer to uncover valuable data across that account.

**The Purpose** of this engagement was to assess the performance of the account in order to improve the account's strategic vision and identify areas of revenue growth. Using the Account Health Suite, 9Lenses interviewed 200 participants. The results yielded over **48,000 unique data points** and more than 1,000 comments from four global regions. Overall, the data confirmed that the account was well positioned for success but it still had room for improvement.



The account team leveraged the 9Lenses platform and uncovered **18 trends** and key recommendations to improve the strategic and operational capacity of the account. The account leadership team continues to use the data captured to form their 2015 global strategic plans. The data enabled the Account Director to task each account leader with initiatives and projects to drive continued customer satisfaction and growth.

## Key Challenges Identified

- The need to proactively manage client expectations
- Major process bottlenecks exist (finance approval and customer communication), causing delays in solution delivery
- Compensation is not aligned to customer satisfaction and outcomes, resulting in negative behaviors across the account

## Select Key Recommendations

- Define key tactical plans and empower people to act across the account
- Review approval path and streamline IT
- More performance-based compensation
- Eliminate bottlenecks and define process flows and financial approval processes



### Account Leadership Perspectives

“We have a great account, and we wanted to communicate with and synergize employees on the account to share ideas. We wanted to gather insights to proactively bring solutions to our customer. This is why we used the tool and have realized the benefits of using it.”

*Director, Global Account Executive*

“The combination of the data captured & analyzed through the interview and the ability to put it into context vs. similar interviews conducted for other business units or clients is very powerful.”

*Account Executive*

#### About 9Lenses

We empower business leaders to use this data as a road map to drive improvements and help employees acquire the knowledge and skills to make business excellence sustainable. Whether you want to take your business to the next level or grow sales and customers, the Lenses provide the focus.

To learn more about what 9Lenses can do for your organization please visit: [www.9lenses.com/9lenses-software](http://www.9lenses.com/9lenses-software) or email us at [sales@9lenses.com](mailto:sales@9lenses.com)