

9Lenses equipped a Fortune 20 company with a clear plan for **improving account health**



An EMEA account at a Fortune 20 company needed account health intelligence

A \$400 million account was expected to grow within a declining market. The account was nearing renegotiation of its contract, and account leadership needed the ability to quickly identify opportunities for growth and efficiency gains within the account.

Previous account health evaluation was inadequate

Previously, the account's only means for gathering intelligence to gauge account health was through a monthly management team meeting and a bi-annual town hall meeting. These meetings did not reach all stakeholders, and they were one-way conversations that did not allow for real-time, predictive feedback from the front-line staff who worked day-to-day with the client. The account leaders needed this kind of first-hand intelligence to rapidly gauge account performance and identify what activities should be improved, how to best make changes, and opportunities for growth.

Account leaders used 9Lenses to gather comprehensive account intelligence

In order to quickly improve account performance, the account leaders decided to use 9Lenses software to interview all the internal stakeholders on the account. With 9Lenses, the company was able to interview over 400 stakeholders across the globe, gathering over 63,000 data points in the process. The interview focused around two areas: what opportunities existed to grow the account, and how the company could reduce long-term and short-term operation costs.

Challenges:

- An EMEA account needed intelligence around growth and cost-cutting opportunities
- The account team had inadequate methods for gaining real-time account health intelligence

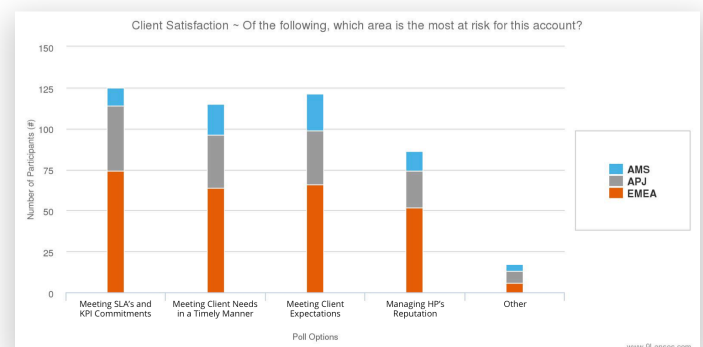
Results:

- Rapidly interviewed hundreds of stakeholders across four regions
- Gained validated data and specific ideas around strategies for growth and cost reduction

With 9Lenses, the account team secured validated data around account growth opportunities and cost reduction

With the data they collected, the account leaders achieved the validation they needed to move forward confidently in the renegotiation process. The interview participants identified tools and processes that inhibited growth opportunities and proposed ideas for automation and simplification of management processes. Participants also offered a number of specific suggestions for how to reduce costs, ranging from saving hundreds of hours of work to ~\$1 million per month. The account executives were able to create a plan with clear action steps and communicated the plans to participants as the contract entered renegotiation.

Account leaders also used the information collected to inform a follow-on interview that queried the account team around specific opportunities to improve client relations, processes used, and innovations they had adopted within the account.



9Lenses Analytics Platform