

CASE STUDY : Key Accounts Intelligence: Navigating Complex Business Units for Tailored ERP Solutions in Automotive Industry

CLIENT

A premier provider of ERP systems and cloud solutions



INDUSTRY

Technology & Software Solutions



PRODUCTS

Customized Enterprise Resource Planning (ERP) and Cloud Solutions



TARGET GEO

Global



BUSINESS OBJECTIVE

To empower leading automotive manufacturers with tailored ERP solutions, our client, a premier provider of ERP systems and cloud solutions, aimed to understand and address the intricate organizational hierarchies within their CIO and CFO divisions. This objective stemmed from the client's commitment to driving innovation and efficiency across diverse industries, ensuring seamless integration of ERP technologies amidst rapid digital transformation in the automotive sector.

OUTCOMES



Enhanced Decision-Maker Engagement: Deployed intelligence-driven strategies to improve engagement with top decision-makers, leading to a 30% increase in strategic meetings and a 20% uplift in partnership opportunities.



Operational Efficiency and Solution Adoption: Streamlined internal processes and tailored ERP solutions increased operational efficiency by 25% and solution adoption rates by 40% among targeted accounts



Scalable Growth and Market Expansion: Expanded strategic account services to over 400 key accounts, demonstrating a scalable model that led to a 35% growth in market coverage and a significant enhancement in customer trust

OUR SOLUTION

Strategic Account Intelligence: We engaged in extensive executive research to understand key decision-makers' needs deeply, ensuring targeted executive engagement

Customized Mapping: Our Business Unit Organogram Analysis enabled us to create tailored representations of the client's internal structure, facilitating precise targeting for the ERP suite

Value Proposition Tailoring: Through Solution Alignment Workshops, we aligned ERP functionalities with client-specific processes and pain points, ensuring tailored value propositions

Insight-Driven Strategy: Our Persona-Driven Marketing Plans outlined clear engagement strategies for identified leads, catering to their influence and interests

Holistic Engagement: We crafted comprehensive Organizational Tree Charts, elucidating connections within the client's corporate hierarchy, accompanied by individual stakeholder data compendiums