



Strategic Account Intelligence: Navigating Net-Zero Goals in the Industrial Sector

CASE STUDY | INDUSTRIAL SOLUTIONS

ABOUT CLIENT Strategic Account Intelligence: Navigating Net-Zero Goals in the Industrial Sector

CLIENT

A Global Leader in Energy and Industrial Sector Consultancy



INDUSTRY

Energy, Chemicals, Renewables, Metals, and Mining



PRODUCTS

Research and Consultancy Services for Sustainability and Industrial Solutions



TARGET GEO

Global, with a focus on major industrial and energy sectors



BUSINESS OBJECTIVE

The client aimed to adeptly navigate challenges within its Account Based Marketing (ABM) program, focusing on effectively engaging and renewing key accounts undergoing restructuring to meet net-zero emissions and ESG goals by identifying appropriate stakeholders and aligning offerings with clients' evolving strategic priorities and sustainability objectives.

CONTEXT

A leading research and consultancy firm specializing in the energy, chemicals, renewables, metals, and mining sectors, faced challenges related to its Account Based Marketing (ABM) program. Particularly, they encountered difficulties with a few key accounts within the oil and gas majors and bulge bracket banks. These key accounts were undergoing restructuring to meet their commitments towards achieving net-zero emissions by 2050 and other Environmental, Social, and Governance (ESG) goals.

The primary objective for the client was to navigate these changes effectively to ensure continued engagement and renewal of these key accounts. They needed to identify the right stakeholders within these accounts to engage with and tailor their pitches and offerings accordingly to align with the new strategic direction and priorities of their clients. Therefore, the client's ABM program needed to adapt to these changing dynamics within their client organizations to maintain and strengthen their relationships and provide value-added services that supported their clients' sustainability and ESG objectives.

OUR SOLUTION

- Corporate Structure Analysis:** Conducted a comprehensive examination of the company's organizational framework, evaluating hierarchical layout, reporting lines, and interdepartmental connections, while identifying key departments and decision-makers
- Low-Carbon Generation Business Unit Overview:** Conducted a comprehensive review of the low-carbon generation business unit, analyzing its operations, strategies, and objectives, while identifying key stakeholders, including decision-makers and functional areas
- Stakeholder Relationship Mapping:** Developed a sphere of Influence (SOI) map, offering a visual representation of key stakeholders across related business units in relation to the low-carbon generation business
- Competitive Intelligence Analysis:** Conducted competitor intelligence to understand the correlation between target executives and competitors through event attendance
- ABM Programme Execution:** Accessed high-quality prospect database from ABM program, identified DMU within target organizations, built contact info from public sources, and deployed tailored engagement programs

OUTCOMES



Increased Client Retention and Renewal Rates: Successfully engaged with key accounts undergoing significant restructuring, leading to a 20% increase in client retention and account renewal rates



Revenue Growth from Key Accounts: Implemented tailored engagement programs that resonated with clients' sustainability initiatives, contributing to a 15% growth in revenue from these key accounts



Building Trust Through Sustainability: Enhanced brand reputation and credibility as a trusted partner in sustainability initiatives, fostering long-term relationships with clients and stakeholders



Strengthened Internal Collaboration: Improved decision-making processes and organizational agility in response to evolving market trends, resulting in a 25% faster response time to market changes and customer needs

OUR METHODOLOGY

- Corporate Structure Deep Dive:** Initiated with a thorough analysis of new corporate structures adopted by key accounts in response to their net-zero and ESG commitments
- Low-Carbon Generation Business Analysis:** Conducted an in-depth review of business units focused on low-carbon generation. This involved analyzing their strategic objectives, operational frameworks, and key personnel, to better tailor the client's solutions to these specific units
- Stakeholder Mapping:** Developed detailed Sphere of Influence (SOI) maps to visually represent the key stakeholders within these business units. This facilitated a more targeted and effective engagement strategy
- Competitive Intelligence:** Gathered insights into the interactions between the client's key accounts and their competitors, particularly in terms of event attendance. This intelligence was used to refine messaging and positioning, ensuring the client's offerings were distinct and compelling
- ABM Program Execution and Refinement:** Leveraged a high-quality prospect database to identify decision-making units (DMUs) within target organizations. This database was continuously refined based on engagement feedback, allowing for increasingly targeted and effective outreach