



# Strategic Account Intelligence: Transforming the Reverse Mobile Supply Chain with Advanced Analytics

CASE STUDY

# CASE STUDY: Driving Growth in the Reverse Mobile Supply Chain with Strategic Account Intelligence

## CLIENT

Industry Leader in Robotics and Automation Software for the Mobile Device Supply Chain



## INDUSTRY

Reverse Mobile Device Supply Chain



## PRODUCTS

Robotics and Automation Software



## TARGET GEO

Global



## CONTEXT

The reverse mobile supply chain is a dynamic and complex sector, requiring precision in understanding key stakeholders and market trends. For companies leveraging robotics and automation, success hinges on accurately targeting decision-makers within 3PLs, MNOs, and MVNOs.

## BUSINESS OBJECTIVE

To deepen insights into key accounts within 3PLs, MNOs, and MVNOs, enabling tailored growth strategies, increasing solution adoption, and driving recurring revenue.

## OUTCOMES



**Increased Conversion and Revenue:** Boosted conversion rates by 25%, adding \$5M to the pipeline in the first year.



**Market Reach Expansion:** Grew market reach by 20% annually, with adoption rates increasing by 40% in targeted accounts.



**Enhanced Team Effectiveness:** Empowered commercial teams with insights that drove a 30% increase in engagement efficiency.



**Scale:** Expanded the intelligence solution to over 100 additional firms, reinforcing client trust and enhancing strategic decision-making.

## OUR SOLUTION

**Strategic Account Mapping:** Conducted a deep dive into 50+ existing accounts using advanced analytics and automation, refining Ideal Customer Profiles and lead scoring to identify decision-makers and untapped contacts.

**Market Expansion:** Completed a global market analysis identifying 800 MNOs and 1250 MVNOs, enabling targeted engagement strategies that aligned with market readiness for robotics and automation adoption.

**Scalable Engagement:** Delivered actionable intelligence for 30 key accounts weekly, leveraging a scalable model to enhance outreach effectiveness and align with the client's global growth objectives.