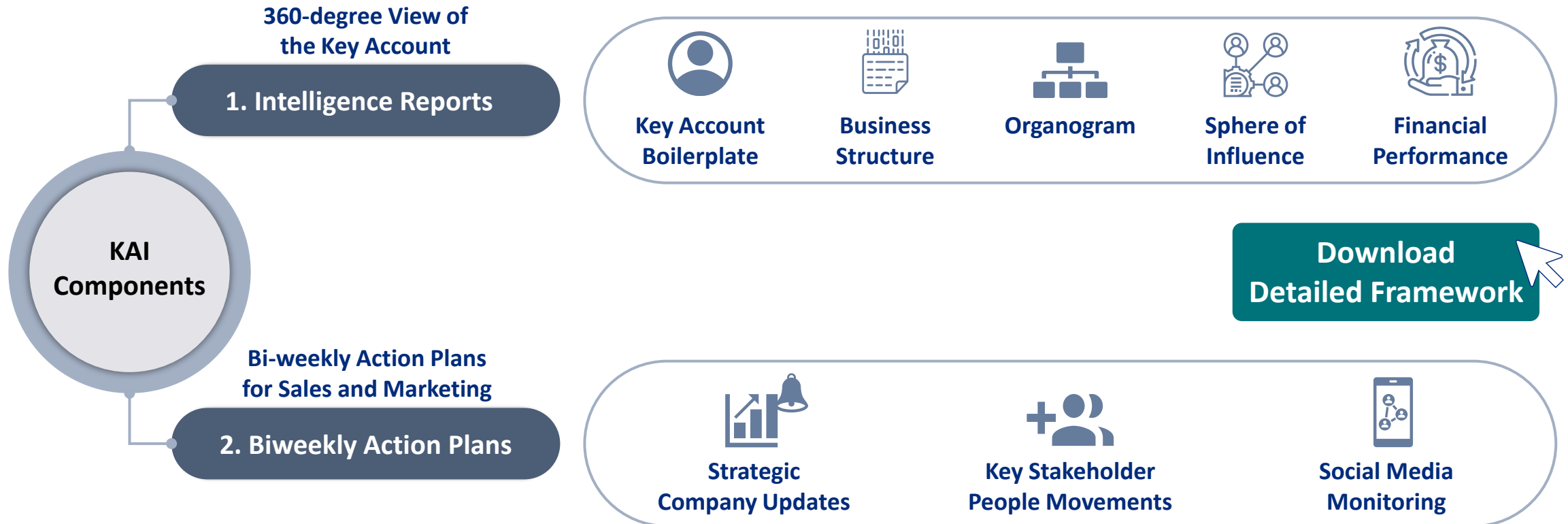


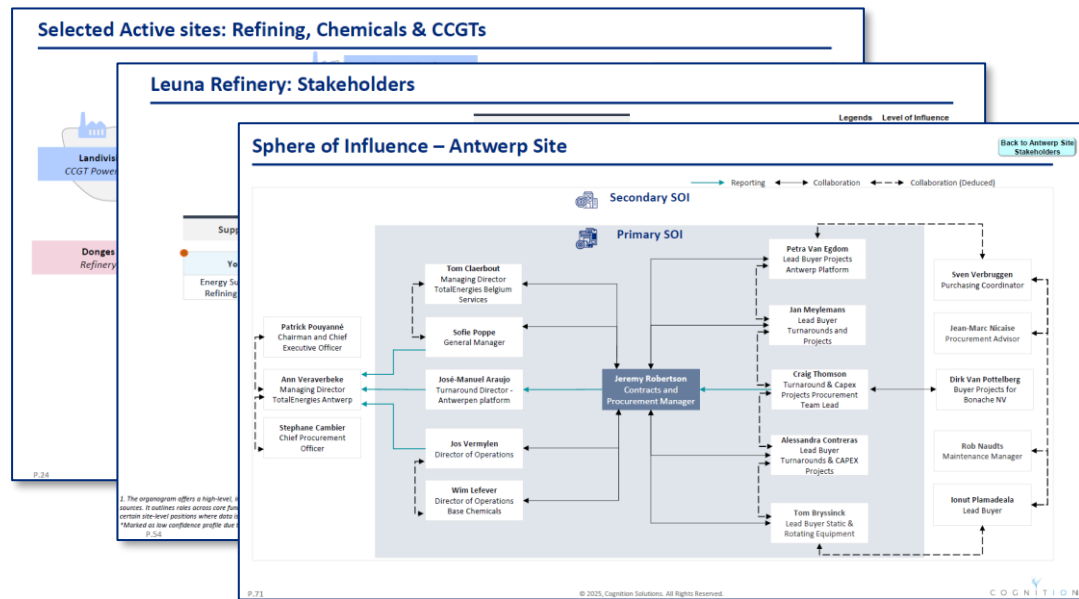
Key Account Intelligence (KAI) - Framework

Explore the detailed KAI framework to know more about components, coverage, approach, and growth and retention levers.



Sample Outputs

Check the breadth and depth of actual information covered in Intelligence Report and Biweekly Action Plan for the account - Total Energies.



Download
Intelligence Report: Total Energies



Download
Biweekly Action Plan: Total Energies

Key Account Intelligence ROI Calculator

Calculate the ROI you can expect from a well-structured and well-executed KAI program for any of your key (client) accounts.

INPUT VALUES			OUTPUT - ROI (Estimated from One Key Client Account)		
Account Company Revenue	\$ 8,000,000,000		Growth	Retention	
Annual Billing (Account Size)	\$ 20,000,000		Estimated Financial Impact (Annual)	\$ 2,577,327	\$ 355,119
Number of Engaged 'Decision Makers' (Budget Holders)	20		Total Addressable Opportunity Size (Annual)	\$ 21,700,000	\$ 1,057,143

Download
KAI ROI Calculator

KAI Maturity - Self Assessment 2025

Evaluate your organization's readiness on account intelligence compared to your peers/competitors and the market benchmarks.

75% of the businesses responding to our 2024 KAI Maturity Assessment stated that they struggle to identify growth opportunities within their key accounts in time. 81% of the respondents indicated that they lack access to proactive intelligence that could've helped them improve their renewal rates.



**Start the
Self Assessment Survey**

