



Key Account Intelligence

Maturity Assessment 2025

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.

Take the 2025 KAI Maturity Assessment to evaluate your organization's readiness compared to your peers/competitors and the market benchmarks.



Start