

CUSTOMER JOURNEYS SERIES

TECHNOLOGY TO MANAGE AND GROW KEY ACCOUNTS



With DemandFarm technology to enable our relationship-focused Key Account strategy, we have seen a tremendous growth of **6-10%** achieved every quarter.



Mu Sigma

“The strategic goal was clear, but the tools to get there were not available.”

We know what lies behind our phenomenal growth story: it is setting our most valuable client partnerships up for continued success. Meaningful customer relationships are more important than immediate revenue goals.

However, as size and complexity grew, managing these relationships strategically and operationally - at scale - was becoming difficult.

Ad-hoc data management had to go. The challenge was to establish and institutionalize Key Account best practices in a consistent, measurable, scalable, adaptable and practical way.

“We were seeking a solution that would help us streamline, track and scale account management practices.”

Our goals were to optimize profitability, create new opportunities and strengthen customer relationships.

We needed scalable ways to nurture stakeholders in Key Accounts but also to see the big picture around the Account so that new opportunities would not be missed.

We needed a framework for all Key Account Managers to analyze, grow, track and govern their accounts for exponential growth.

We needed tools to make Key Account Managers effective and efficient while growing organizational intelligence.

“DemandFarm’s solution, including the custom-made MuMuments App, covers the complete KAM footprint required by Mu Sigma with an intuitive, easy to use interface - ensuring quick adoption and easy consumption of insights.”

Institutionalized account management best practices for stronger, deeper, lasting Key Account relationships.

Unmatched tools for Key Account Farming and Mining solely focused on meeting Key Account goals.

Allows all stakeholders of strategic, key and global account programs to intensively cultivate, build, harvest and profitably grow our most valuable account relationships.

When the world’s leading decision science company decides DemandFarm is critical to their Key Account Growth, you know there is sound logic behind it. Find it at www.demandfarm.com

- Category-defining decision sciences and big data analytics company
- Preferred partner for data-driven decision making at 140 of Fortune 500
- Over 3,500 decision scientists working across 10 industry verticals

... Delighted DemandFarm user.