# DEMANDFARM

*Find out how*
# Org Chart helped a Global Consulting Firm
*to Automate 80% of its Organisation Data*

## DemandFarm's Org Chart to the rescue for a Global Consulting Firm
### Enabling Long-Term Success with a Personal Connection

A global consulting firm focused on strategy, technology, and business transformation. They are backed by regional innovation hubs, a global culture of collaboration, and partnerships with top technology providers. As the clientbase increased in volume, it became increasingly imperative to discerningly navigate the dynamics within Partner & Client organizations to enable rapid and effortless transformational changes. DemandFarm's Org Chart stepped in to increase autonomy, provide increased visibility, identify active opportunities and actionable insights to drive more personalized business for the large volume of clients.

## Quick Stats

Company:  Consulting
Headquarters: Seattle, United States
Industry: Professional Services
Total Group Revenue: USD 2.2 Billion
13000 employees | 43 markets

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### Director of Global Accounts

Demand Farm's Org Chart tool is a must if you're managing large accounts and focused on understanding your relationships, penetration, and whitespace. The DemandFarm team, from customer support to product ownership and development has been top notch. They are great to work with- very responsive and flexible.

*"Highly Recommend giving this a try!"*

# Challenges Faced

Sales teams found it daunting to navigate the volume of contacts listed in Salesforce.

Insufficient Insights leading to inability to drive more connected and personalized business relationships.

Reduced autonomy to move fast and work collaboratively with partners & consultants, in the client ecosystem, to do what's right for clients.
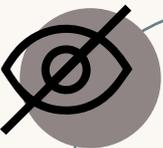
Lack of visibility, need for real time information and fragmented sharing of tacit relationship insights.

Multiple consultants and stakeholders at pursuing opportunities and driving value creation in client organizations made it cumbersome to have a unified approach.

Reduced autonomy to move fast and work collaboratively with partners & consultants, in the client ecosystem, to do what's right for clients.

Impaired visibility into active opportunities from the ownership perspective.
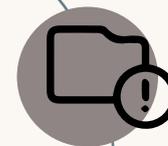
Lack of data for client role mapping, message tailoring and mobilizing client stakeholders.

# Org Chart to the Rescue!

DemandFarm's Org Chart brought a seamless transition for the sales team by being native to Salesforce, and having the ability to to visualize contacts instantly. This impacted how approached attributing and mapping their business relations. The following are a few vital spheres where DemandFarm's Org Chart made a difference!

## 01
Clear and intuitive visual elements to identify key areas of focus for an active opportunity including buying and decision-making power.

## 02
Visualizing leads alongside the contact hierarchy, influence mapping to aid conversion effort and win over detractors in a client organization.

## 03
Customization to help see Lifetime Buyer Amount (i.e. lifetime revenue a contact has apportioned to).

## 04
Contact whitespacing to win over contacts who have not identified as prospects yet.

## 05
Detailed client survey results.

## 06
Multi-Org charting features for large client accounts - Focus on smaller segments pivoted around business units, functions, deal teams or a custom criteria of their choosing.

# Results

DemandFarm's Org Chart became a staple for every account and sales team at  to manage and grow relationships in their key accounts.

 **The firm automated upto 80% of the Org Chart app to pre-populate existing data from Salesforce and account teams made best use of these visual Org Charts to map key stakeholders, leads, Win-Loss, survey scores etc.**

Org Chart had increased collaboration between cross functional teams at  to win key opportunities faster. With Partner Contacts functionality, even consultants and partners could now be included in stakeholder/relationship maps.

Automated input of Customer Lifetime Value on the Org Chart as one of the most critical metrics for Account Teams for pinning Key Contacts.

With the help of Org Chart in Salesforce.com, the Account Teams could easily manage territories, sub-set (multi org charts) that eventually roll up to the parent Org Chart.

*Want us to elaborate further on the Best* *Key Account Management* *practices?*

**Request a Demo**

Find out more about the Account Planning process for key accounts

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