

Managing Enterprise Accounts with Ease: Achieve 80% Business Retention with Org Chart

Industry: Information Technology
Sector: Business consulting

A large-sized, leading Information Technology and Business Consulting firm was faced with a major challenge. They faced difficulty in



Managing contacts and relationships for their enterprise accounts



Identifying key stakeholders and defining potential ownership



Zero no visibility into important connections within these accounts

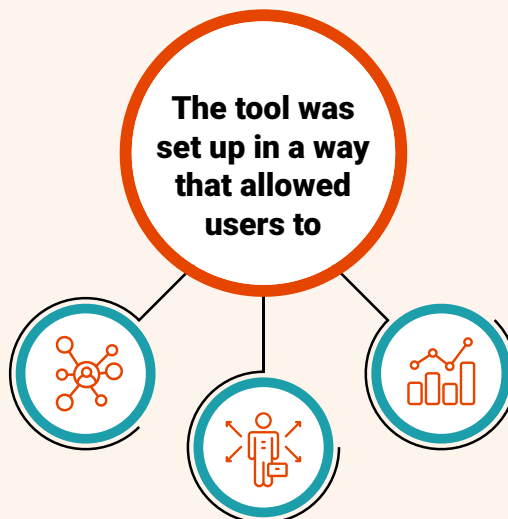


Potential relationship gaps

The Solution: DemandFarm Recommended Org Chart:

To overcome their challenges, the client implemented the relationship mapping tool – Org Chart, as suggested by DemandFarm.

To track and manage their champions and key contacts within Salesforce



Create an action plan to speed up the sales process from a single page

The ability to track opportunities associated with these contacts

Key Benefits: Improved Collaboration and Communication with Enterprise Accounts

With Org Chart from DemandFarm, the client was able to achieve significant results. Teams across the organization could now

- ✓ Visualize and manage contacts on a single screen, improving collaboration and communication.
- ✓ Identify key stakeholders, determine relationship gaps, and define ownership for easy tasks.
- ✓ Retain 80% of their existing business without any challenges
- ✓ Stay ahead of the competition by leveraging their champions across enterprise accounts

The multi-Org Chart view effectively solved the challenge of visualizing complex organizational structures, making it easier to manage enterprise account contacts.

Conclusion:

The implementation of Org Chart by DemandFarm provided the client with exactly what they needed to manage their complex enterprise accounts with ease.

The relationship mapping tool provided a single platform to visualize and manage both contacts and opportunities.

This resulted in an improved process of identifying key stakeholders and closing deals faster.

With the ability to retain 80% of their existing business, the client's success emphasizes the influence that an effectively crafted solution can have on a company's functioning.

By identifying and tackling their difficulties, the client has been able to streamline their approach to managing accounts and has fueled business expansion.

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