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Featured Application



Harnessing Account Analytics for Enhanced Sales Strategy and Customer Engagement

Overview

In the rapidly evolving landscape of service sales, insights are generated in silos. This approach often poses a challenge for sellers and account managers attempting to comprehensively understand how to simultaneously position offers at various lifecycle stages, which are customized for each customer. Our task as an analytics team was to identify potential offers across different portfolios and lifecycle stages that could be presented concurrently, ensuring that we have a strategic outcome-driven discussion with the customer and avoid suggesting irrelevant offers based on the customer's existing or impending purchases.

Moreover, with Cisco's increasing focus on its recurring revenue business, the need to identify, target, and position latest offers to prospective customers has become more pressing. The Cisco product line encompasses a broad range of customers with an active install-base, making a generic "one-size-fits-all" strategy impractical.

Comprehensive Account Summary: We provide a holistic overview of accounts, including:

01 Recent purchases of products and services.	02 The customer's recent history of using Cisco's Technical Assistance Centers.	03 The customer's intention for further investment.	04 A summary of all products purchased over the years.
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This comprehensive perspective allows for a more tailored approach to positioning offers, enhancing customer relations and optimizing sales strategies.

What Have We Solved For?

Business Insights developed an Account Analytics Engine to equip sales specialists with a comprehensive summary of customer accounts, a precisely targeted list of customers (whom to sell to) with a higher likelihood of purchasing different offers, and intelligence around specific offers to sell to the said customers.

The Account Analytics Engine algorithm runs through numerous factors like:



Investment Trends, Purchase patterns, Enhance customer experience



Delivery Metrics, Critical Issues, Current Usage



Product-service Portfolio, Recommend New Offer



Financial Health of the Account, Macro-Economic factors,

These factors enable offer proposals that are in line with the customer's expectations of outcomes.

Business Impact

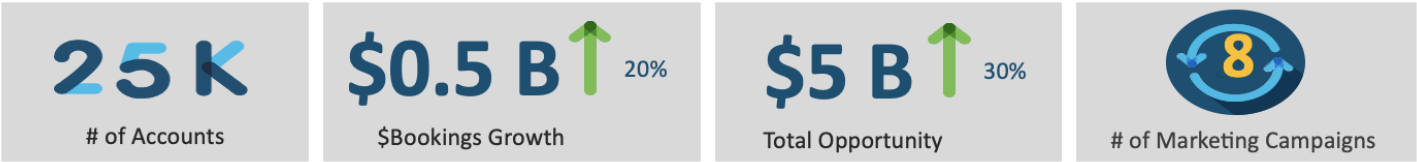
The Account Analytics system primarily offers advisory and preemptive intelligence services. The significant sales effort required, along with the intense pressure to meet short-term targets, leaves limited time for sales specialists to create value propositions for new logo expansion. Generating suitable content for new account demand becomes even more difficult.

The Account Analytics Engine addresses this crucial business need for the following:

Advisory and Campaign intelligence	Account Analytics, to be integrated into the CX Marketing suite, identifies accounts with a high likelihood of sales pitch
Comprehensive Account Summary	Use specific details to emphasize the customer's need for each offer, talking points and reasons for positioning an offer for a customer.
Customer's Subscription Journey	Engaging with low financial score and high potential accounts, refine sales pitch.
Value Creation	Prioritizing high financial score and high potential accounts.

Customer Impact

Account Analytics Engine examines the customer's business and requirements and recommends appropriate offers, resulting in customer satisfaction. In a SaaS (Software as a Subscription) model, the customer seeing the value add is crucial as it helps retain and grow each account's business. The Account Analytics Engine has generated insights for:



Account Analytics enabled \$0.5B bookings, which represents a 20% increase compared to the pre-implementation phase. This unlocked a \$5B total opportunity, a 30% enhancement to our original projection.

Our Account Analytics has empowered GTM (Go to Market) to execute more campaigns compared to the previous year, escalating from a total of 4 campaigns to 8 this year. They appreciate the platform's Customer Segmentation and Prioritization and Dynamic Scores, which not only streamline their work but provide customers with personalized, high-value solutions.

The Account Managers are equipped with our Account Analytics, which enables them to provide customers with a rationale for the offer recommendations, bolstering transparency and trust. This has transformed our product delivery, turning customers into brand advocates, and elevating our reputation in the SaaS market.

Lessons Learned

This case study on the implementation and utilization of the Account Analytics Engine has yielded several key insights:

Tailored Approach	Value of Data	Collaboration	Future Enhancements
The importance of a customized, data-driven approach to sales and customer engagement was underscored. The 'one-size-fits-all' approach is not effective in a complex sales environment with diverse customer needs.	The value of using past and present data to inform future decisions was demonstrated. This data-driven approach allowed for more precise targeting of offers, leading to increased sales and customer satisfaction.	The collaboration between different teams, such as sales specialists, customer success executives, and product management, played a crucial role in the success.	The study advocates for continuous learning and adaptation based on new data, market trends, and customer feedback.



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