

## Background

Leading Resolutions ([www.leadingresolutions.com](http://www.leadingresolutions.com)) is a business focused IT consultancy and advisory. They are managed by and provide experienced industry IT practitioners who collectively have run large IT blue-chip operations and delivered numerous complex projects



[www.leadingresolutions.com](http://www.leadingresolutions.com)

including merger activity, organisational transformations, creation and launch of new services and capabilities and operated in multiple sectors. They help their customers enhance and transform IT to deliver increased business value operating as trusted independent advisors with an impartial view of products and services. They bring highly developed thinking and unique clarity of vision to the work they do with some of the world's leading organisations. Working in partnership as consultants, advisors and project leaders, they are passionate about what is right for the customer, implementing with urgency and attention to detail.

This unique combination has made Leading Resolutions among the most successful business IT Consultancies in the UK. It is a progressive business founded on the quality of their people - *"We set out to find talented people not only with the relevant experience and practical skills to get the job done, but also with the flexibility and agility to efficiently deal with any given situation and who would be able to slot seamlessly into the structures of some of the UK's foremost blue-chip businesses."* **Jeff Motto, CEO.**

## Business situation

The success of the Leading Resolutions business presented its own challenges. As the client list grew the Management Team started to look for an approach that would enable them to develop their relationship further, to influence the long term value of their most strategic accounts.

*"To ensure that Leading Resolutions continued to invest in meeting the current and future needs of our strategic accounts, we needed to extend our approach to account management and development. Our requirements for the new approach needed to fully align with the customer lifecycle and each customer touch point through the process. We wanted to include each and every customer interaction and be able to consistently measure our quality of service."*

**Adrian Hughes, Head of Business Enablement.**

In addition to the requirements identified above there was an implicit need to ensure that the approach did not adversely impact the day-to-day operation and threaten the core values and ethos of the business.

*"It was important for us to engage with a partner who could demonstrate a proven track record of success with Key Account Management (KAM). They had to be able to show the robustness and professionalism of the approach but at the same time work within the culture and challenging environment that defines Leading Resolutions."*

**Jeff Motto, CEO**

Sample of leading Resolutions customers



## Solution

As specialists in Sales and Key Account Management solutions, Perperitus were engaged by Leading Resolutions to deliver a programme designed to meet their objectives for an effective and structured approach to KAM by:

- Implementing a proven but tailored KAM methodology
- Formalising the identification and selection criteria in support of Key Accounts
- Facilitate KAM Workshops to increase collaboration and draw on the knowledge, experience and skills of the Sales and Account teams to develop Key Account Plans
- Introducing new approaches to ensure all Key Account opportunities are identified and considered



## Approach

Our approach drew on the highly successful Perperitus KAM Methodology, our experience of large commercial accounts and the inclusiveness of the Leading Resolutions Management team. To gain the maximum benefit, the core of the KAM implementation was based on a series of ½ day workshops covering each key account per session.

During these workshops the team worked on a number of tasks culminating in the development of a Key Account Plan. Working in a collaborative way, the construct of the team was;

- Management team member acting as the sponsor for the Key Account
- The owner of the Key Account Owner – Client Executive
- Representation from the Delivery, Marketing and Operations teams

## Outcomes

**Identification of the top 10 Key Accounts** – using a structured and criteria based approach, the top ten Key Accounts were identified on the basis of the propensity to engage with Leading Resolutions further, the fit between their business needs and Leading Resolutions’ core service offerings, skills, experience and market focus

**Key Account engagement** - the real benefit of a programme such as this is in the impact on the business, especially in terms of revenue. But an important part of the Perperitus KAM approach is to facilitate the team to look outside of the box and consider what is possible in a Key Account.

**Key Account development** – Whilst a continually evolving process, the KAM disciplines are now fully embedded in the day to day activity of the Leading Resolutions account teams. The Key Account Plans are shared and updated on a regular basis. New accounts proposed for Key Account status are assessed against the defined selection criteria providing a consistent and collaborative approach to the selection.



*“The KAM approach from Perperitus has provided us with a methodology and tools to support the management of our key accounts in a more effective and consistent way. The results have generated a higher level of customer engagement and helped us address a number of additional needs of our Customers.”*

**Jeff Motto, CEO**