MISSING: A HOLISTIC VIEW OF YOUR MARKET AUTOMATE WITH SAS

A Digital Transformation Case Study: Account Segmentation

A midsize company had an addressable market of 100,000 businesses but only 5% of the accounts were existing customers. To gain market share, the company needed to quickly identify the best prospects for specific offers in their portfolio. The midsize needed a comprehensive view of all their target accounts, with the ability to segment based on various attributes. Since each sales rep managed over 1000 accounts, creating flexible selection was needed not only at the management level, but also for the individual sales rep's view.

Challenges

The sales team relied on two large Excel spreadsheets that contained many unnecessary fields and required multiple filters to get to basic reporting. The files were cumbersome to use, error prone, and provided limited insight. The ability to spot trends and to identify repeatable sales offers was not supported with the current approach leading to missed opportunities.

Goals

Sales wanted an always-on, self-service dashboard with a complete view of their account data: by rep, territory, industry, customer or prospect, company size, revenue band, etc. Key to winning new business was the ability to develop account profiles that could be used to identify target prospect companies. They needed to slice and filter data in multiple combinations depending on the objective, whether for campaign candidates, industry event invitations or new offers. In addition, sales management needed a holistic view of accounts to determine staffing levels, addressable market, account assignments, and forecasts.

Solution – a Self-Service Portal powered by SAS

The business analyst tackled the account project by importing both spreadsheets into SAS as one data set and then created a portal for all users. Interactive filters allowed a user to select multiple criteria where data updated automatically, given all the criterion. As needed, the data was available to be exported for further analysis and insight.

Accelerated Revenue Growth Rate

Sales developed a customer profile based on wins and targeted similar prospect accounts with repeatable offers and specific industry messages and campaigns.

Sales management developed their revenue plan and account strategy understanding which customer sectors were successful and had the most potential. They re-aligned territories to optimize quota achievement, armed with addressable market, staffing bandwidth, and account data. They also used the information to support requests for new offerings.