B2B Growth Agenda

Client Centric Business Growth Strategy
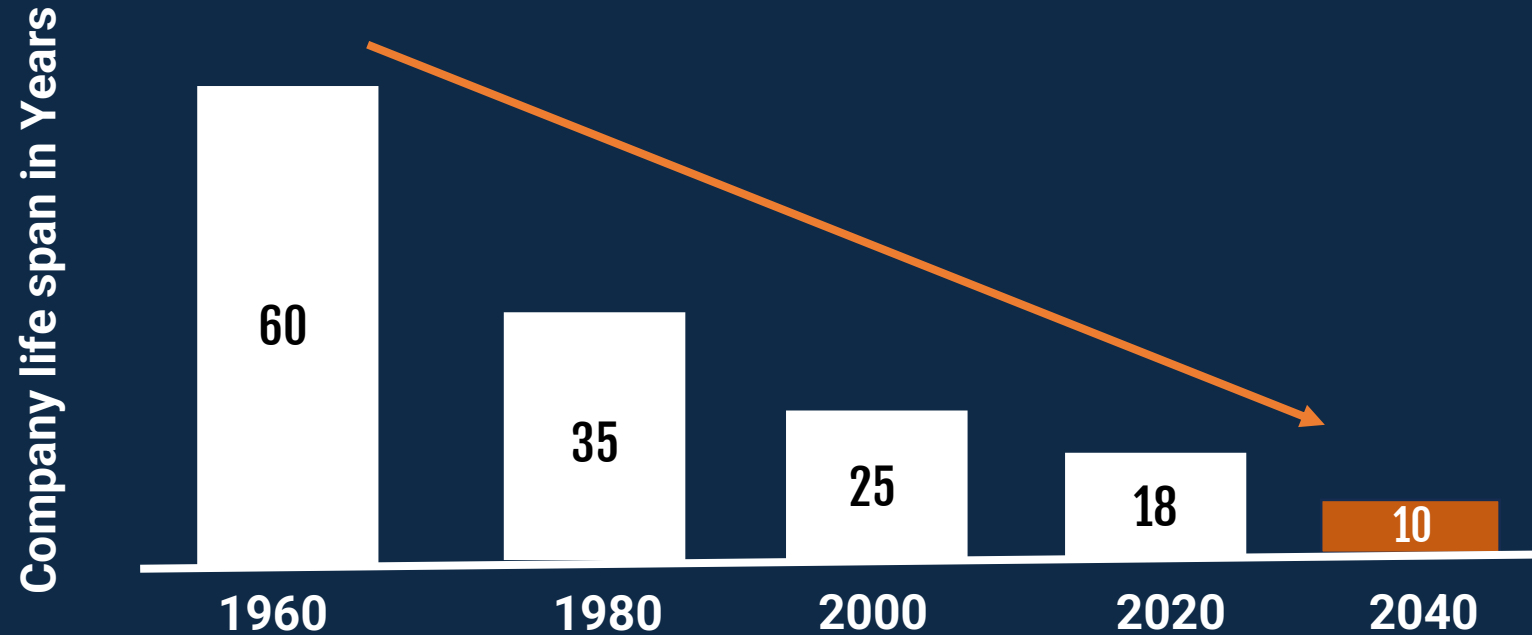
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Skip

Should be
easy to read
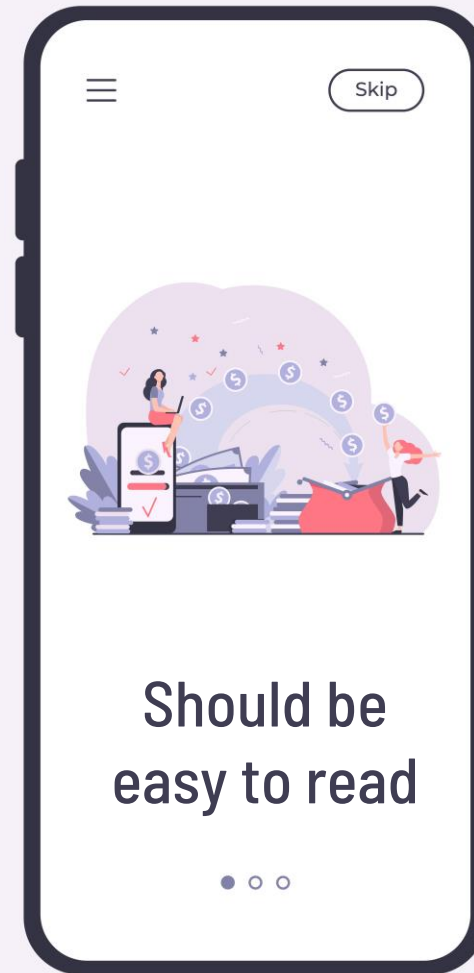
Average life span of companies is continuously decreasing....

Company life span in Years

1960	1980	2000	2020	2040
60	35	25	18	10

Data Source : Curated from Innosight based S&P500 Companies

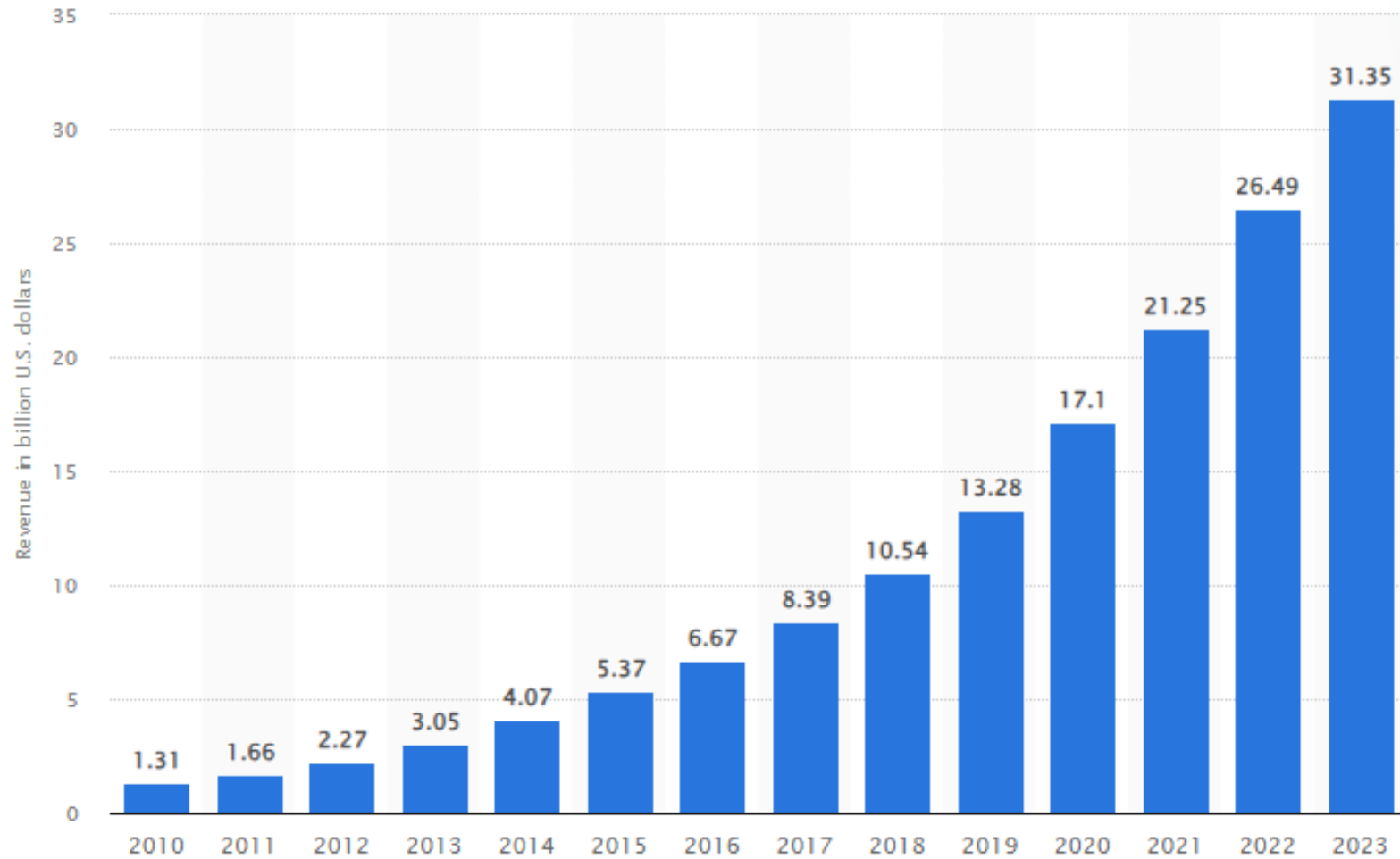# Most B2B companies find it difficult to achieve consistent growth...

Revenue (vertical axis)

Reactive & Defensive Stance

Company ends up with a large & diverse client base but with small account size!

Even more difficult to keep them happy

❶ **Business shows signs of Weakness..**

❷ **Existing accounts degrow..**

❸ **New product/ service lines are introduced..**

❹ **But existing accounts continue to degrow..**

❺ **And some clients leave..**

❻ **Aggressive new client acquisition backfills the revenue short-fall instead of growth..**

❼

❽

Life time years of Business

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Signs of Weakness in B2B

80% of B2B organizations have at least 2 of these weakness

Poor account mining	Low sales win rates	Poor penetration in new segments	Losing to aggressive pricing	Failed new product/service launches
Undesirable client churn	Low demand	Un-attractive value proposition	Ineffective differentiation	In-adequate brand equity
Early churn	Poor client orientation	Recurring client escalations	No improvement in delivery	Service delivery issues
Cross-functional misalignment	Unstructured client engagement	Lack of client intimacy skills	No significant client insights	Poor execution
In-adequate data & digital mindset	No process ownership	Lack of collaboration	Order fulfilment mindset	Accountability issues

For Example, salesforce revenue trend....

Source:Statista

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50% ↑
Higher Revenue

34% ↑
Higher Profitability

55% ↑
Higher Share of Wallet

33% ↑
Greater chance to be first choice of clients

63% ↓
Lower Client Attrition

32% ↓
Collections Outstanding

Source:Gallup

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How does your client describe you?

- ☐ **Vendor**

- ☐ **Preferred Vendor**

- ☐ **Solution Provider**

- ☐ **Strategic Partner**

- ☐ **Advisor in your field**

Not sure of your company's potential?

What is your chances of achieving long term consistent growth?

Reactive
< 25% Chances

Operational
25 ~ 50% Chances

Managed
50 ~ 80% Chances

Sustainable
> 80% Chances

Instantly get your company's Growth Score now. You will also get a detailed action report.

Self Assess Now

What's Holding the B2B Management Back

01 **Lack of Client Centric Approach to business growth**

02 **Lack of Management Systems to support the approach**

03 **And Inconsistent Execution**

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"You succeed when your client succeeds."

—'The Client Centric Protagonist' Book

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As per Deloitte, the average revenue growth rate of companies correctly implementing client centric strategies is 2.3 times higher than companies that don't use an structured approach.

Our clientele

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Business Management Group

Mahindra Rise.

TVS

TAFE

PEPSICO

USHA

TATA
TATA INTERNATIONAL

vodafone

Tech Mahindra

TVS ELECTRONICS

Infosys

SYNERGY GROUP

TVSCREDIT

McKinsey & Company

Deloitte.

KPMG

SHRM

bW

Indian Oiltanking

TALENTEDGE
LEARN. GROW. EVOLVE.

EA

BHP

sodexo

CALIBER POINT
create Value

Omega Healthcare
Excellence in Business Outsourcing

Capgemini
CONSULTING.TECHNOLOGY.OUTSOURCING

TEMENOS
The Banking Software Company

Smart UTILITIES
An Essel Group Enterprise

mudah.my
Malaysia's Largest Marketplace

KKMSoft

TVS
Sundaram Auto Components Ltd

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Top organizations choose us

Engagements in

We are an enabler of **consistent business growth using client centric strategies to:**

- ❖ Increase Account Based Revenue

- ❖ Increase Share of Business

- ❖ Increase New Order Win Rates

- ❖ Reduce Client Churns & Escalations

- ❖ New Product/Service Success Rate

BFSI | Services | IT & ITES | Tech & Telecom | Industrial & Manufacturing

A few client case studies from...

❖ **Shipping**

❖ **B2B Telecom**

❖ **IT**

❖ **ITES**

❖ **O&G**

❖ **Manufacturing**

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Strengthening 'Competence'

Shipping

For a leading Global Ship Management Company with 600 ships under management and 24k seafarers

Condition

- Frequent escalations to senior management from ship owners.

- Some fleet owners terminated contracts

- Regulatory show stoppers

- On-shore teams (front line) are disengaged

Big 5 Actions

- Process Definition and Digitization of EIR and VOC Management

- Employee Client Centricity Attitude Dipstick

- Core Process & Service Management Metrics Development

- Structure implementation of Central Function for Client Centricity

- Leadership workshop for digital transformation roadmap

    - Mentor digitization projects

    - Employee Customer Centricity Development Plan

Increase Sales Win Rates, C-sat with Better Targeting & Skills

IT

For a 3 Bn US MNC involved in Engg and Enterprise Solutions for manufacturing sector clients including group companies & 3rd parties.

Condition

- Projects with few group companies had frequent escalations.

- Most external projects had budget and time overrun.

- Client satisfaction scores were low.

- Sales Win Rates and projects awarded were of low value.

Big 4 Actions

- Improved the Project Value and Win rates based on targeting the influencers instead of the decision makers.

- Customer Satisfaction Analytics to build a predictive model and key drivers

- Coaching of Delivery Managers and Project Managers on handling client reviews, communication and relationship management (influencing framework)

- Review of internal project management process and fix internal measures, risk assessment, resource management and client dashboards

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Inception : 2009 | HQ : Chennai, India

Your partner in achieving

Consistent **Client Centric** Business Growth

BFSI | Services | IT & ITES | Tech & Telecom | Industrial & Manufacturing

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Where to Start

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01 Take B2B Self-diagonstic & get instant report

Start Here

02 Organize a free 1 Hr Leadership Workshop on B2B Client Centric Growth Strategies

03 You build a 'Business Growth Opportunity Roadmap' & we can help you

Contact Us
suba@collaborat.com
+91 9176615766
Collaborat.com

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Canopus B2B Client Centric Growth Program

It's a strategic intervention that will help you :

- Identify gaps & opportunities in current system for achieving consistent growth

- Facilitate the development of client centric growth strategy

- Guide during the implementation of solutions to see the desired results.

- **This will be the foundation for a solid long term client-centric business growth**

- **Specially for B2B Sectors - Manufacturing, Industrial, IT, ITES, Tech and Telecom**

- **Continuous support provided to achieve the improvement**

Facilitation & Support

❖ Strategic Workshops

❖ Implementation & Co-creation
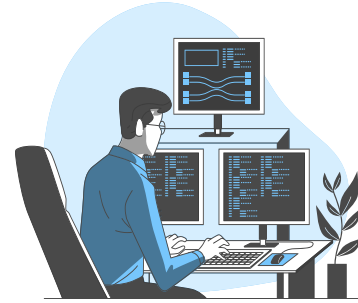
Deep Interventions

❖ Client Centric Growth

❖ Assessment

❖ Client Research

❖ Data Based Insights

Capability Building

❖ Training & Mentoring

❖ Self-Paced Courses

Capability Building Catalogue

We facilitate a variety of skill building workshops covering the below growth centric competencies for B2B industries :

Target Audience:

- ❖ CXOs/Senior Leadership Team
- ❖ Client Facing Teams (Account Managers, Program managers, Sales & Marketing)
- ❖ Managers & above

Competencies:

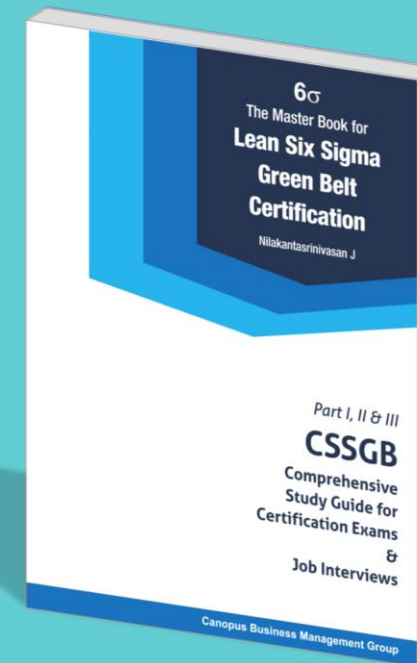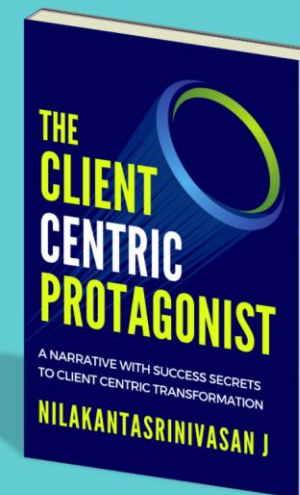|			
Client Centricity	Communication	Problem Solving	Analytics
Relationship Management	Collaboration	Execution	Growth

For more details, contact us….

Nilakantasrinivasan (Neil)

"You succeed when your client succeeds"

Learn more

Currently I manage a professional services practice that I founded in 2009 offering consulting and digital learning courses with clientele across sectors like BFSI, outsourcing, IT, technology services, discrete manufacturing, O&G, shipping, professional services, consumer goods, automobiles, telecom and edTech.

My main focus is in helping my clients to **drive consistent business growth by implementing client-centric strategies,** that result in increased account growth & penetration, low sales win rates, client retention, Poor NPS & SLAs

- Led Business Transformation, Quality & Productivity initiatives for BoA & HSBC India
- Authored of 3 Books
- Value creation of hard improvements of over $20 Mn
- Set up & led CX program for HSBC India across BUs
- Certified MBB, highly rated global instructor & repertoire to navigate in cross-culture & C-suite to cultivate buy-in

Reference Resources

- **Recently concluded Customer Centricity Assessment**

- **Books Authored by Neil**

- **B2B Client-Centric Growth Strategies – Fortnightly Perspective**

- **Publication/Thought leadership**

- **Client Testimonials**

- **Client Projects**

- **YouTube Channel**

- **Digital Learning Courses**

- **Workshops Facilitated**

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Improving Responsiveness in Pre-Sales

B2B Telecom

For one of the top 3 telecom providers in India, their B2B business unit that provides telecom services and solutions

Condition

- Clients are unhappy after first month bill. Payment disputes and escalations leading to retail brand damage
- Benchmarking study identified company is far behind all competitors in RFQ or leads

Big 4 Actions

- After gemba, interviews and process-walk-thro three broad issues came out.
    - Process not capable to respond to leads and RFQs at speed
    - Pre-sales process is broken
    - Post feasibility study – accountability issues
- The entire End-to-End business process spanning all regional teams was re-engineered and later digitized.
- Mentoring of re-engineering project teams
- Leadership workshop on customer experience & client handling across the BU

Turnaround A Soar Client Relationship

ITES

For the ITES arm of the top 10 IT companies in India.

Condition

- One of their large account ($1Bn) wanted to terminate their enterprise contract due to issues with ITES services. Hence main focus was to prevent the churn by short term fix and long term actions.

Big 2 Actions

- Based on Client Interviews, employee interview and discovery, identified 4 actions to be immediately initiated (Service quality, Analysis, Client review framework, Org structure change). Facilitated the agreement of action with clients
- Identified delight opportunities to clients by performing Horizontal/Vertical synergy studies and subsequent prioritization roadmap

Seamless Delivery during Build and Operate

O&G

For B2B solution provider offering Terminalling and, BOT solutions for O&G Cos.

Condition

- Frequent surprises due to complex stakeholder network and client dis-satisfaction
- Budget and timeline overrun on large projects
- Lack of accountability for red-flags

Big 5 Actions

- BD process was not formally defined. BD skills were missing and there were no timelines or deliverables
- Client experience during the Build (NPD) and Operate phases were not measured. Stakeholder management was only at Sr. Leadership level
- Clear Measures of Success for Client Journey were defined
- End to End Process was established with involvement of all internal members (200+)
- RACI for all tasks with internal SLAs was established.

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For Case Studies on other B2B Sectors, contact us