



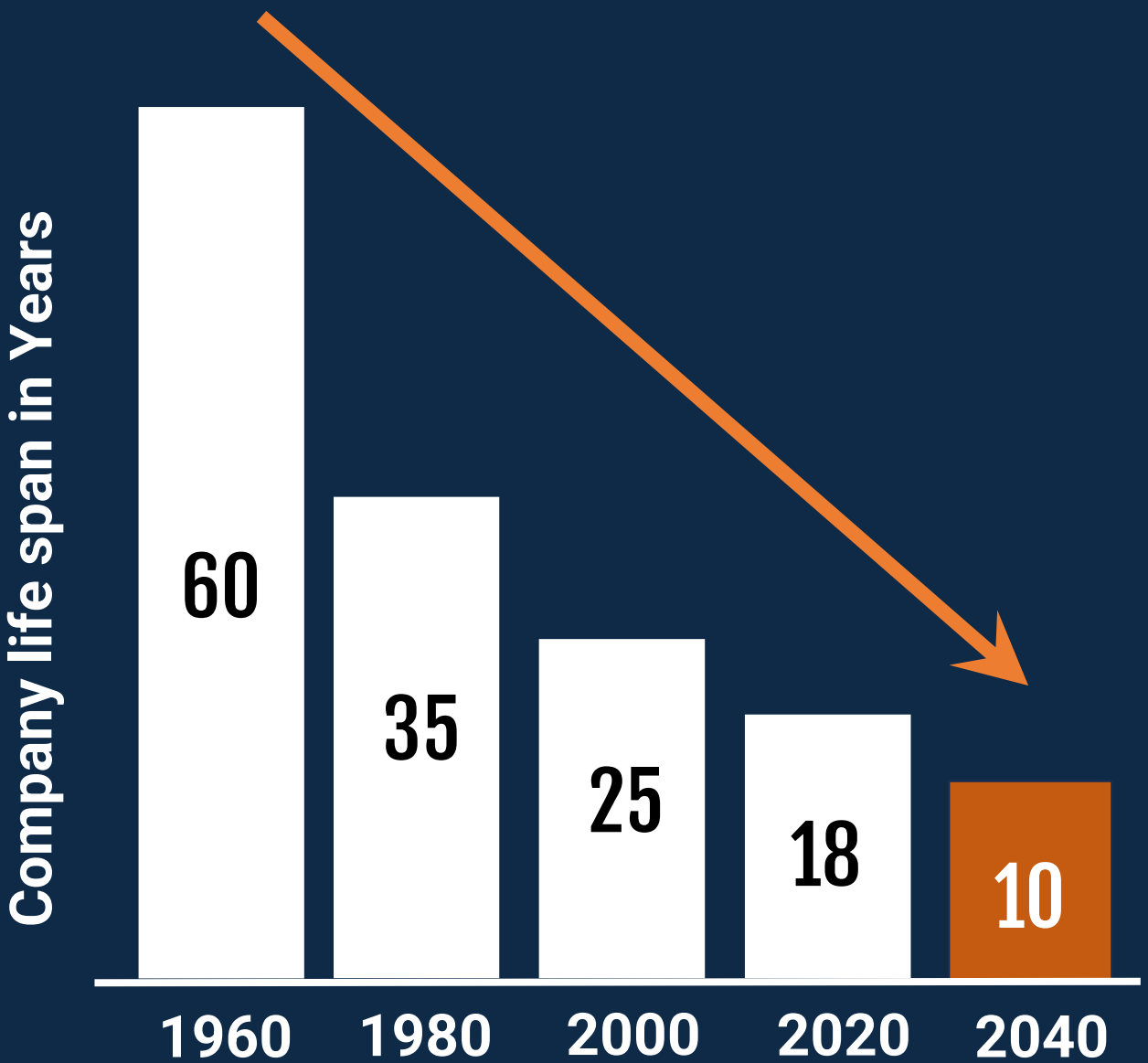
B2B Growth Agenda

Client Centric Business Growth Strategy

Viewing in Laptop?
**Click Here for Portrait
friendly format**

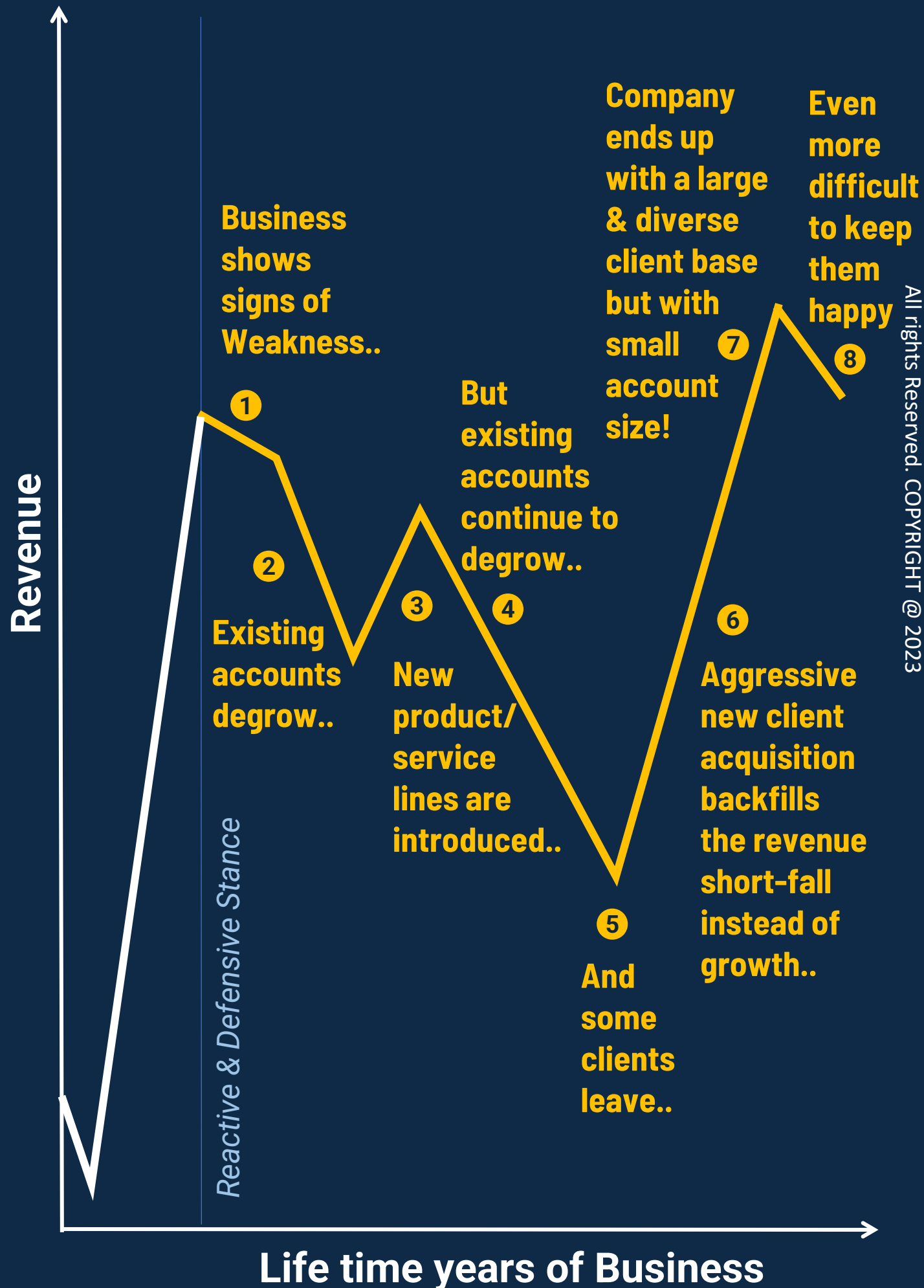


Average life span of companies is continuously decreasing....



Data Source : Curated from Innosight based S&P500
Companies

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



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	No improvement in delivery	Poor client orientation
Recurring client escalations	Unstructured client engagement	Service delivery issues
Cross-functional misalignment	Poor execution	Lack of client intimacy skills
No significant client insights	Lack of collaboration	In-adequate data & digital mindset
No process ownership	Accountability issues	Order fulfilment mindset

But a few B2B companies take
a different path...

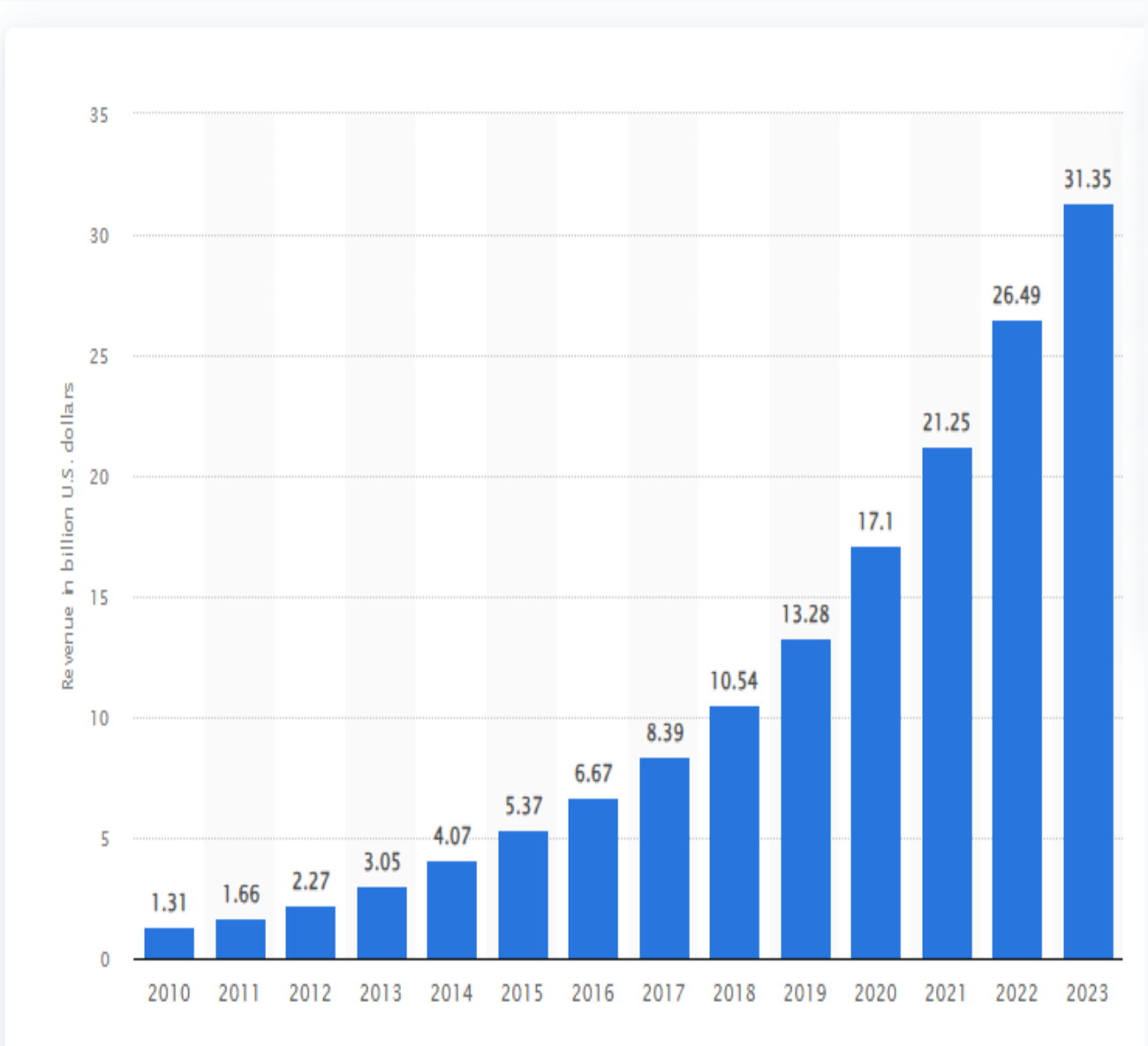


BOSCH

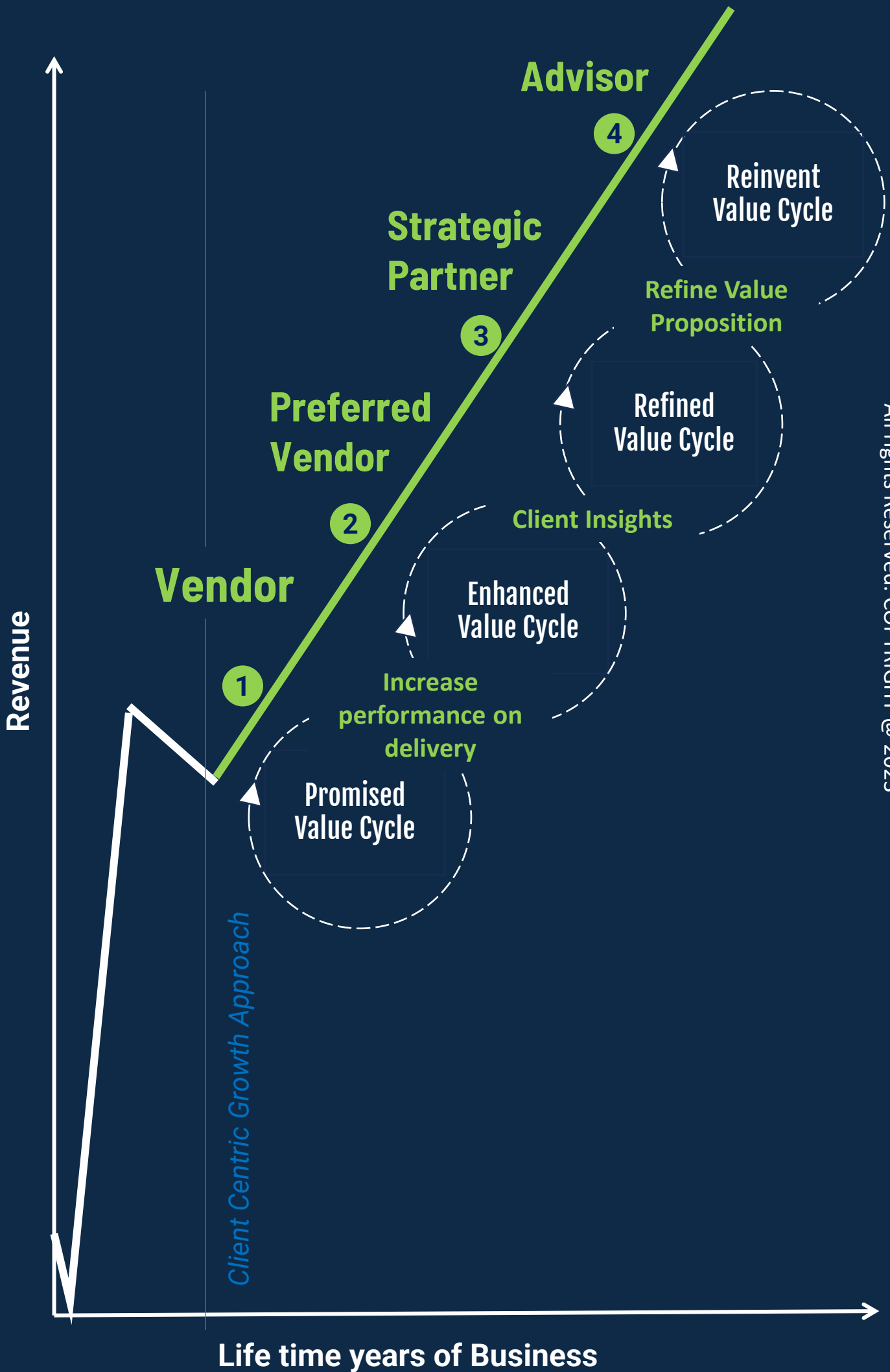


HSBC

For example, revenue trend....



They achieve consistent growth...



What is in store...

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

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

[Self Assess Now](#)

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

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**





**“You succeed when
your client succeeds.”**

—‘The Client Centric Protagonist’ Book

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.

Top organizations choose us

Clientele



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**

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 5 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

More Case Studies
in
Annexure



Inception : 2009 | HQ : Chennai, India



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Your partner in achieving

**Consistent Client Centric
Business Growth**

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

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01

**Take B2B Self-diagnostic
& get instant report**

**Start
Here**

02

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

03

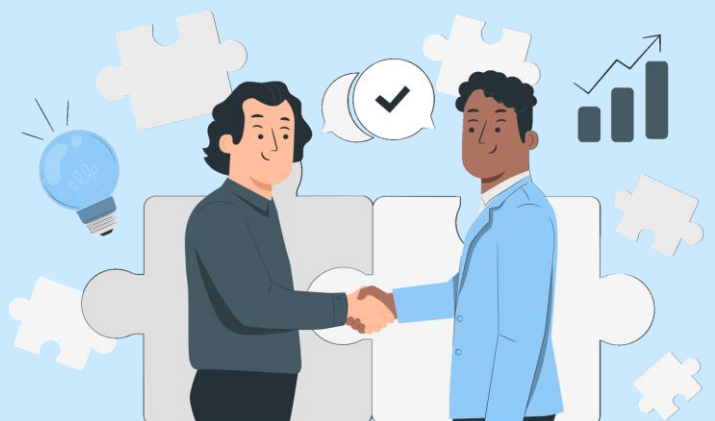
**You build a 'Business
Growth Opportunity
Roadmap' & we can help
you**

Contact Us

suba@collaborat.com

+91 9176615766

Collaborat.com



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**

How can we help

Our engagement models

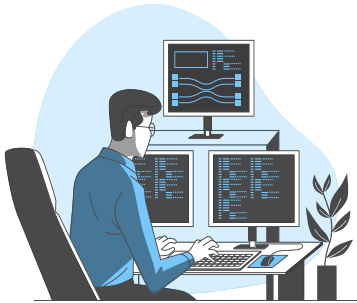
Facilitation & Support

- ❖ 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 client & growth centric competencies for B2B industries :

Target Audience:

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

Client & Growth Centric Competencies:

Client Centricity

Relationship Management

Communication

Collaboration

Problem Solving

Analytics

Execution

Growth

For more details, contact us...



Nilakantasrinivasan (Neil)



“You succeed when your client succeeds”

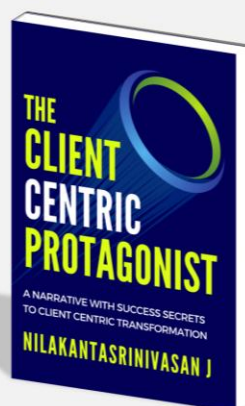
Currently I manage a professional services practice that I founded in 2009 offering consulting and digital learning courses with clientele across sectors like BFSI, outsourcing, IT, technology services, discrete manufacturing, O&G, shipping, professional services, consumer goods, automobiles, telecom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

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[Learn more](#)



Reference Resources

Click below text to access

- **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**

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 dissatisfaction
- Budget and timeline overrun on large projects
- Lack of accountability for red-flags

Big 4 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.

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 BU

**For Case Studies on other
B2B Sectors, visit
www.Collaborat.com**