

Development of a global key account management system for a global mechanical engineering company



Task

Currently the parent company applies centralized regional understanding to customers located in different parts of the world.

Since practices in different individual countries may be very unique there is currently no universal key account management system. As a result, each manager acts in accordance with his own views.

In contrast, the customers act according to a strict specification of their own purchasing departments. Due to this imbalance the mechanical engineering company loses customers and contract closings.

Objective

To secure long-term growth by treating customer care on a common, but country-specific customized, standard, a global key account management system.

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Methods

- ◆ Set up specific criteria for various clients, their visions and growth objectives in order to define future key accounts;
- ◆ Draft customer-specific trend forecasts and evaluate current clients;
- ◆ Create checklists and templates as basis for a key account plan with specific actions and targets as well as general instructions for an international customer relationship. Enabling a global KAM structure to be created. It should be based on the current conditions and include the growth targets and actual corporate priorities;
- ◆ Define specific guidelines for the procedure and identify the key factors of the respective regional potentials to obtain international access to the previously identified key accounts.

Result

A "roadmap" in the form of a comprehensive key account management manual was created so that the implementation of an international key account management system was realized.