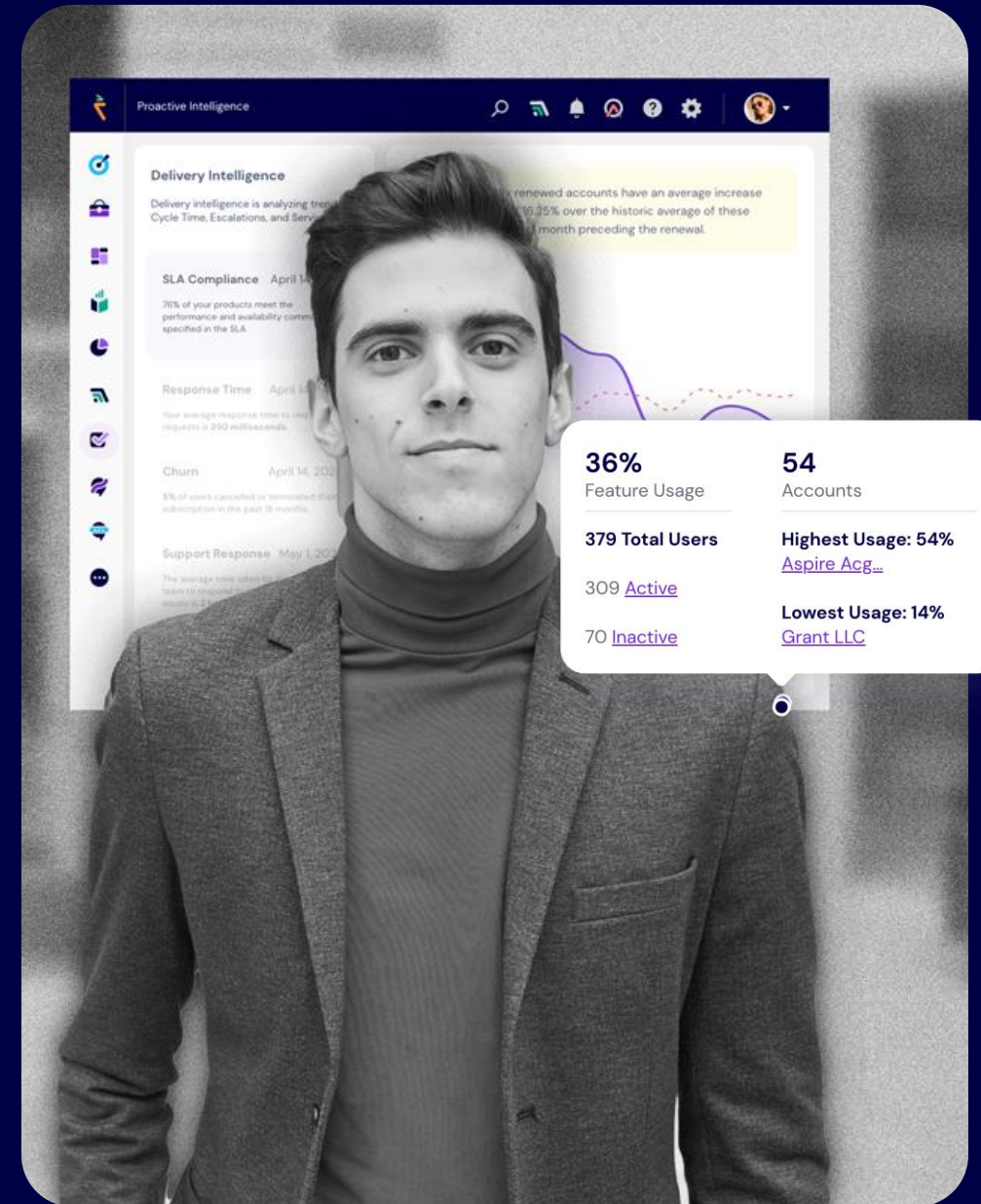


Survey Report 2023

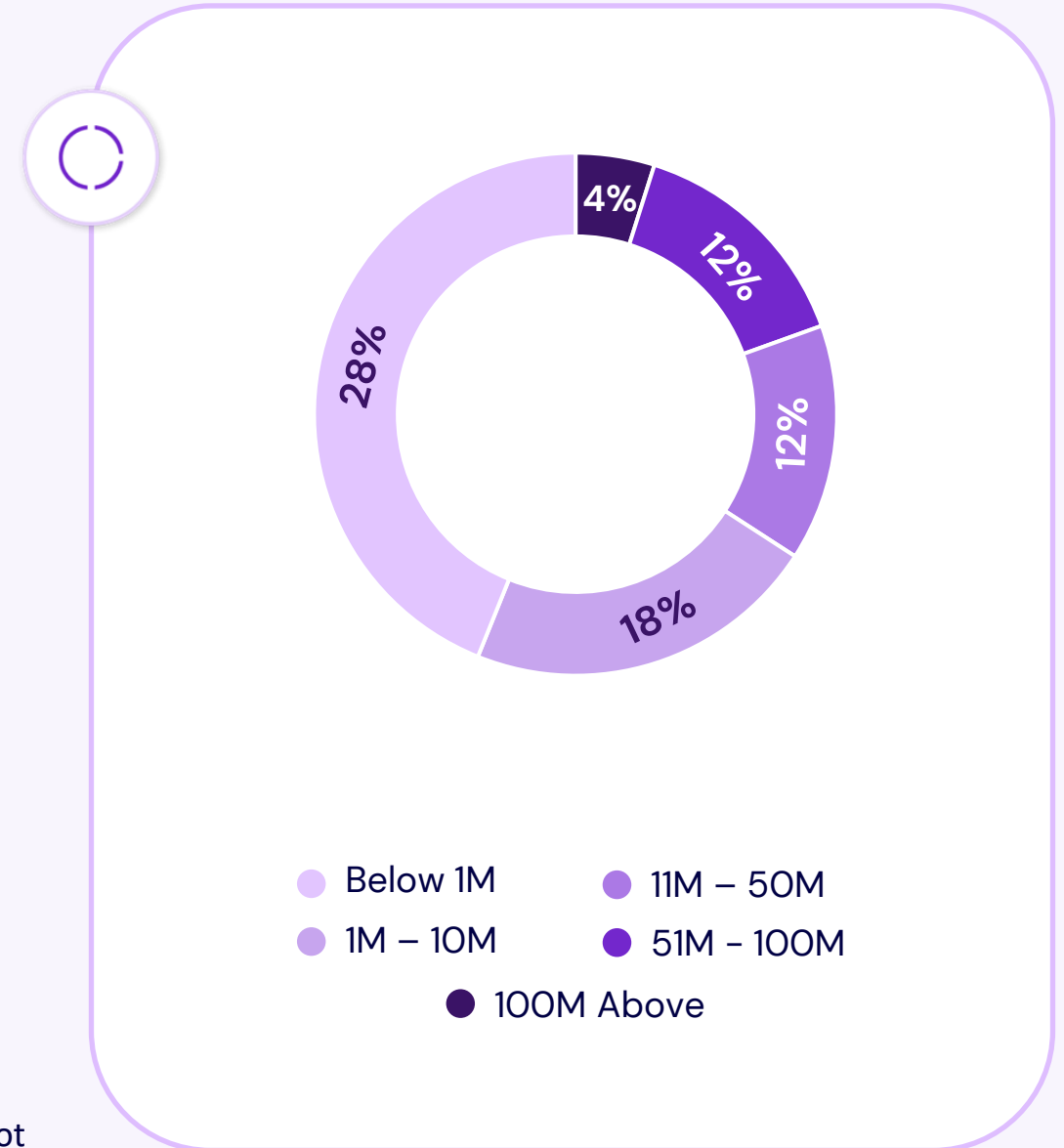
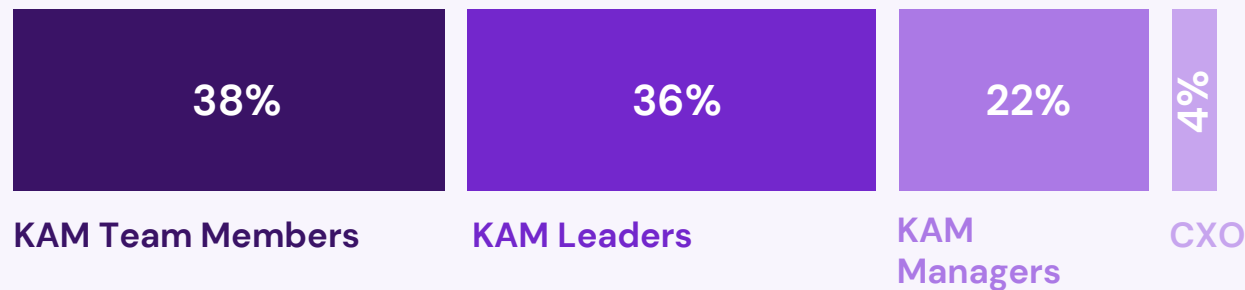
Intelligence, Automation, and the Future of Key Account Management

PUBLISHED BY **smarkarrēt**



Participant Demographics →

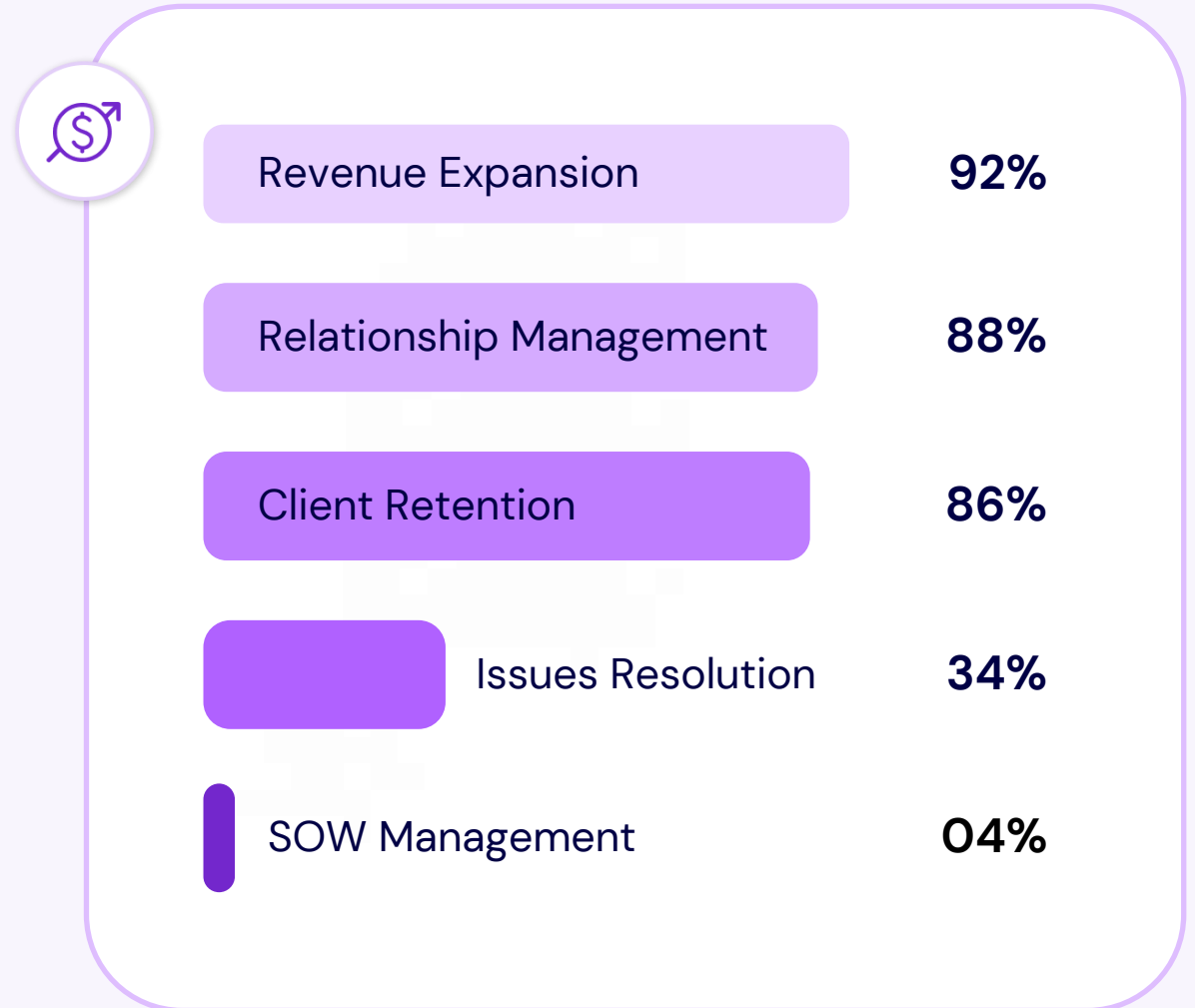
We asked Key Account Management professionals to gain their insights on present challenges and the opportunities they envision through the adoption of automated and intelligent solutions?



92% say revenue expansion* is the top priority for Key Account Management teams.

* Upselling and cross-selling to existing accounts

In your experience, what are the top priorities of a Key Account Management team?



84%

Mid & Enterprise

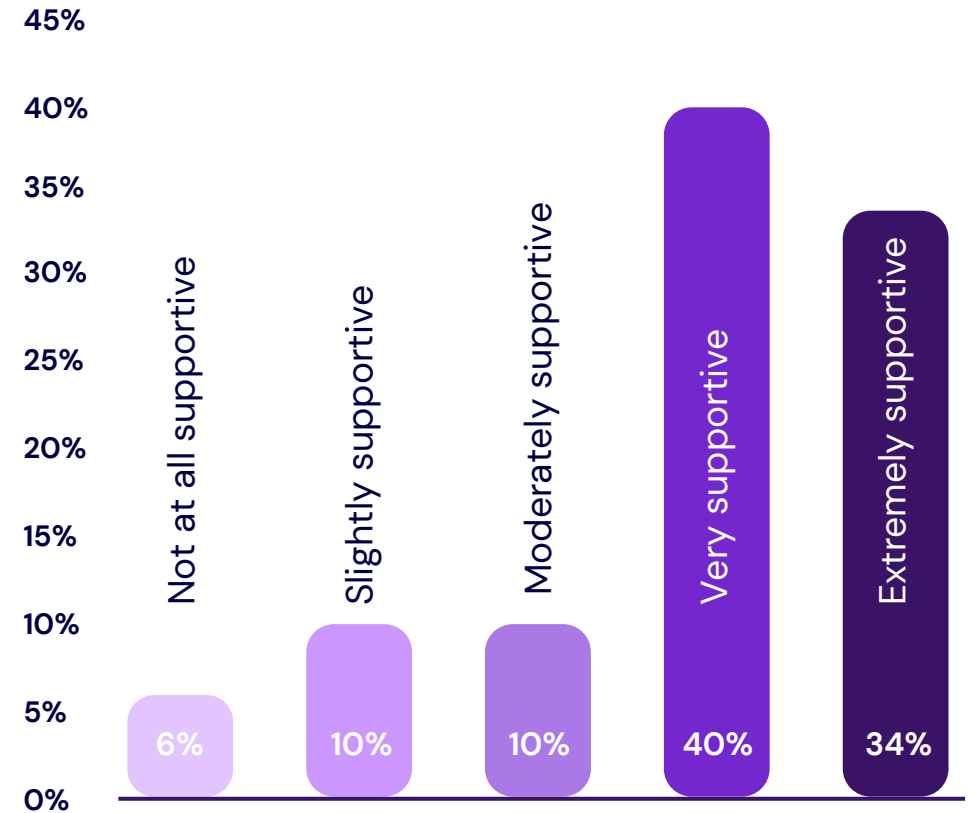
Believe their current organization provides robust support for Key Account Management teams.

99%

SMB

Believe their current organization provide minimal support or think there is room for improvement.

How well do you believe the systems and processes in your current organization align with supporting your role in Key Account Management?



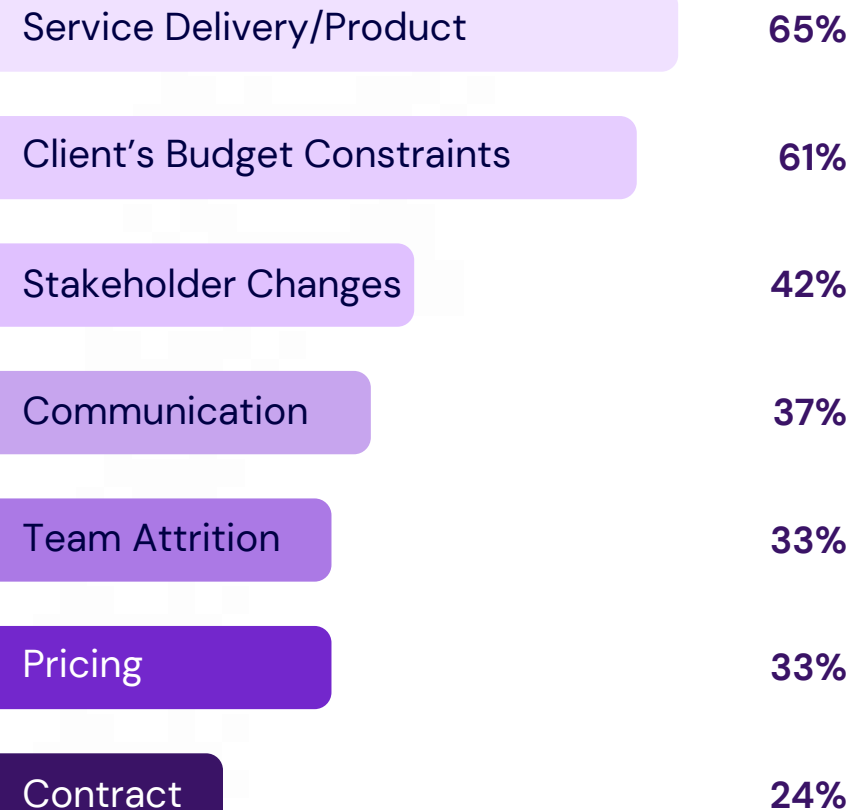
Mid & Enterprise

- 83%** Service Delivery
- 50%** Communication
- 42%** Budget Constraints

SMB

- 71%** Budget Constraints
- 63%** Service Delivery
- 46%** Team Attrition

In the last 12 months, what are the main issues/challenges you have encountered with clients?



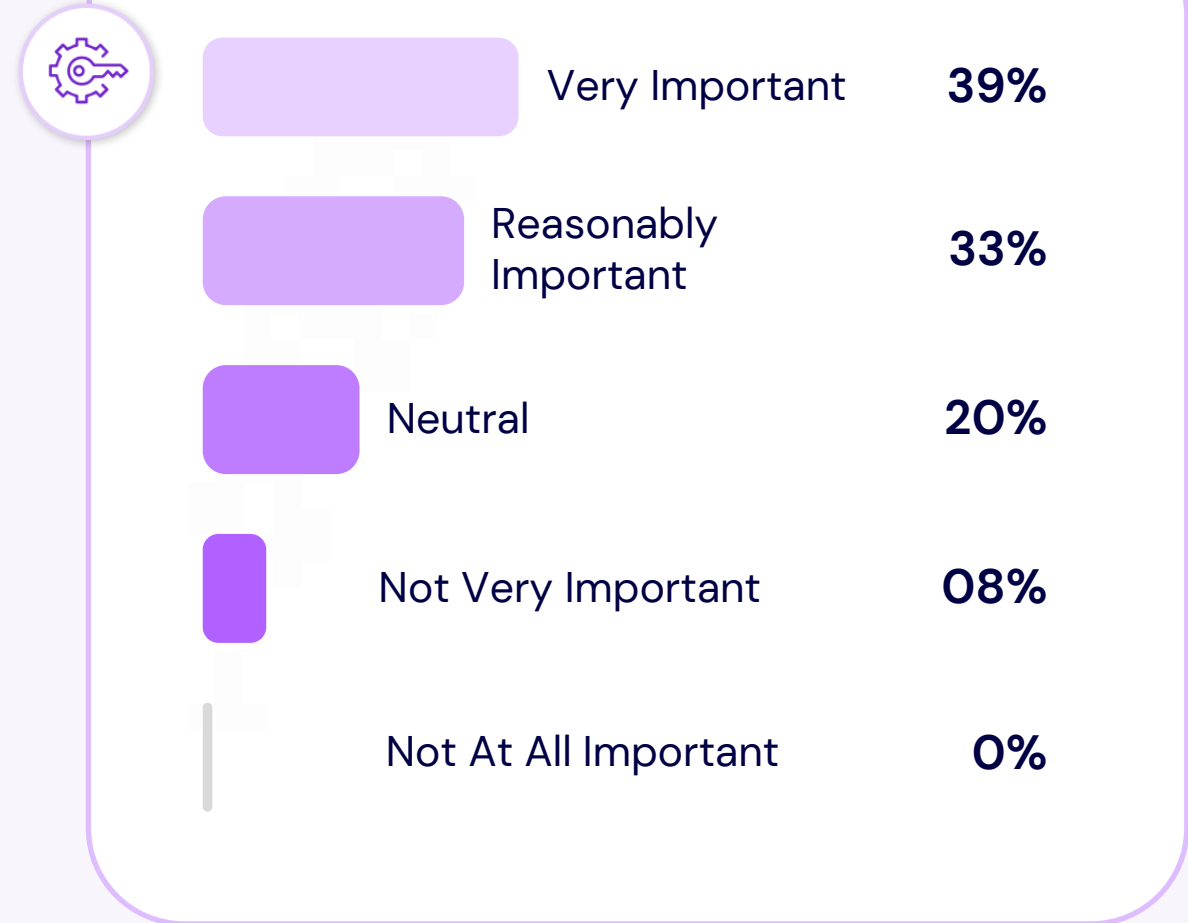
73% are still reliant on CRM software for Key Account Management.

How do you currently track your Account Progress and Client Relationships?



72% feel Automation is important to improve efficiency.

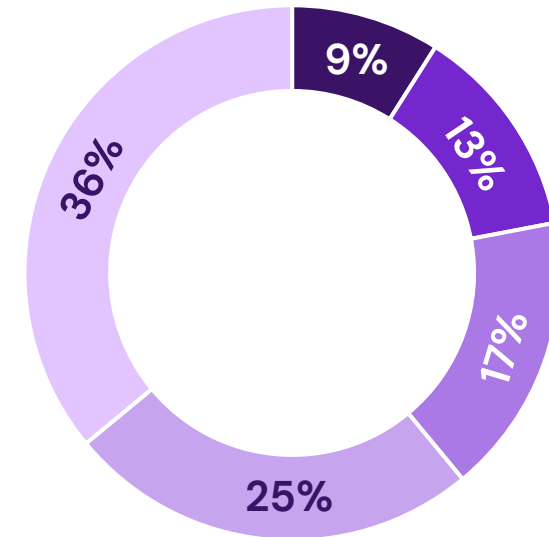
In 2023, how important is 'Automation' to your Key Account Management operations?



Social media is widely used in key account management.

From researching account interests to being aware of stakeholder changes, social media plays a vital role in key account management.

In the last 12 months, what role has social media played in your Key Account Management effort?



- Vital role in communication and updates
- Useful for gathering feedback
- Important for researching account interests
- Useful for staying updated about Stakeholder changes
- No role at all

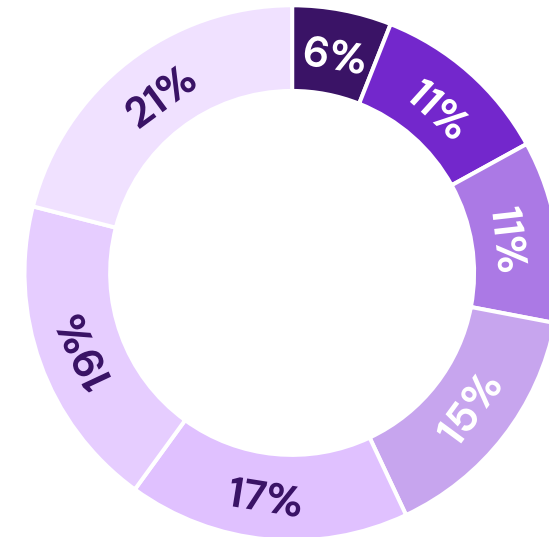
Leadership

- 71%** Moving to Proactive
- 59%** Impact & ROI
- 53%** Showing Value to Customer

Team Members

- 58%** Cross Depart
- 58%** Reactive to Proactive
- 45%** Showing Value to Customer

What are the current primary challenges for the Key Account Management/Client Partner team in your organization?



- Moving from Reactive to Proactive
- Showcasing Impact & ROI
- Cross-Department Challenges
- Scaling Processes & Teams
- Showing Value to Customer
- Improving Productivity
- Executive Support (Prioritization/Resolution)

Thank You

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