

Strategic Report QuickStrike Engagement

Coordinating AEs, AMs, and CSEs, on automating a 'Strategic Report Card' to drive Executive-Level discussions with strategic customers.

We designed the Strategic Reprt QuickStrike to help you quickly design, implement and measure success with your 'Top 50' customers.

Scope

- Design of a 'Strategic Report Card' template
- Implementation and Measurement within Key Systems
- Enablement of the CS-team (Coaching and Rollout)

Business Drivers

- Increase Customer and Executive Engagement for Key Accounts
- Identify growth opportunities within Key Accounts

Key Outcomes

- Sales and CSE aligned on the Strategic Report Card for Top 50 Accounts
- Automate a Strategic Report Card that can be used externally
- Standardized benchmark data across the customer-base
- Ability to leverage city-level data in conversations with executives

Schedule

- ~3-4 weeks

Investment

- TBD

Why Customer Imperative

Customer Success Expertise

"Ability to quickly assess current situation"

Organizational Experience

"Capacity to bring best practices & quick decision-making"

Industry Breadth

"Visibility into how others in your industry have addressed similar issues"

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	Design <i>Week 1</i>	Build <i>Week 2</i>	Deploy <i>Week 3</i>
Activities	<ul style="list-style-type: none">• Customer data request and review• Mockup in Google Data Studio• Working sessions with key stakeholders to design	<ul style="list-style-type: none">• Working sessions with Strikedeck• Early client feedback on MVP	<ul style="list-style-type: none">• Finalize Strikedeck buildout• Finalize Success Planning Process
Deliverables	<ul style="list-style-type: none">• Data request template• Strategic Report Card (Google Data Studio) Mockup• Data review and validation	<ul style="list-style-type: none">• Strikedeck buildout• Process Documentation	<ul style="list-style-type: none">• Timeline• Prioritized account list
Outcomes	Design an MVP of a Strategic Report Card for validation with the internal facing teams (Sales, Customer Success)	Work closely with Strikedeck to implement an MVP into their platform. Build the Success Planning process with the customer success team.	Align the teams on a timeline for deployment and a prioritized set of accounts to begin with.

Strategic Report Card Example

