

Find out

How Slalom used Org Chart

to manage over 50,000 key contacts

Enabling Long-Term Success with a Personal Connection

Slalom is a modern consulting firm focused on strategy, technology, and business transformation. It is a 2.9B dollar company with over 13000 employees and is consistently considered one of the best companies to work for. Slalom spans 43 markets worldwide to provide personalized consulting. They are backed by regional innovation hubs, a global culture of collaboration, and partnerships with top technology providers. As Slalom's client base increased in volume, it became imperative for Slalom to discerningly navigate the dynamics within partner & client organizations to enable rapid and effortless transformational changes. DemandFarm's Org Chart stepped in to increase autonomy, provide increased visibility, identify active opportunities and actionable insights to drive more personalized business for the large volume of clients.

Quick Stats

Company: Slalom Consulting
Headquarters: Seattle, United States
Industry: Professional Services
Total Revenue: USD 2.9 Billion



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Director of Global Accounts, Slalom

DemandFarm's Org Chart tool is a must if you're managing large accounts and focused on understanding your relationships, penetration, and whitespace. The DemandFarm team, from customer support to product ownership and development has been top notch. They are great to work with - very responsive and flexible. I highly recommend giving them a try!

Challenges Faced



Sales teams found it daunting to navigate the volume of contacts listed in Salesforce.



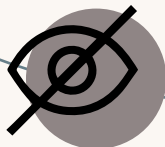
Insufficient Insights leading to inability to drive more connected and personalized business relationships.



Inability to identify whitespace within client organizations and understand how to best organize relationship management strategies



Multiple consultants and stakeholders at Slalom pursuing opportunities and driving value creation in client organizations made it cumbersome to have a unified approach.



Lack of data for client role mapping, message tailoring and mobilizing client stakeholders.



Reduced autonomy to move fast and work collaboratively with partners & consultants, in the client ecosystem, to do what's right for clients.

Org Chart to the Rescue!

DemandFarm's Org Chart brought a seamless transition for the sales team by being native to Salesforce and having the ability to visualize contacts and their key attributes. This improved how Slalom was able to approach relationship planning and mapping business value within client accounts. The following are a few features where DemandFarm's Org Chart made a difference!

01

Clear and intuitive visual elements to identify key areas of focus for active opportunity pursuits including buying and decision-making power.

03

Customization to help with relationship planning and segmentation, as well as incorporating client survey results

05

Inclusion of alliance partner relationships across client organizations

02

Visualizing leads alongside the contact hierarchy, influence mapping to aid conversion effort and win over detractors in a client organization.

04

Contact "white space" to identify where future relationships should be established.

06

Multi-Org charting features for large client accounts – ability to create focused, smaller sections of the Org Chart - pivoting around business units, functions, deal teams or other custom criteria.

Results

- DemandFarm's Org Chart became a staple for key accounts and sales team at Slalom to manage and grow relationships in their key accounts.

- Slalom had taken full advantage of **automating 80% of the Org Chart app to pre-populate existing data** from Salesforce and account teams made best use of these visual Org Charts to map key stakeholders, leads, Win-Loss, survey scores etc.

- Org Chart **increased collaboration between cross functional teams** at Slalom to help identify where to find new opportunities faster. With Partner Contacts functionality, partners and other external influencers can now be included in stakeholder/relationship maps.

- **Automated input of Customer Lifetime Value** on the Org Chart emerged as one of the most critical metrics for Account Teams for identifying Key Contacts

- Slalom **managed over 50,000 key contacts** with the help of Org Chart in Salesforce. The Account Teams at Slalom can now easily see areas of successful penetration at an account versus areas which need more focus and development.

- Slalom can better **organize relationship plans across global team members to create exceptional experiences for their clients.**

Want us to elaborate further on the Best **Key Account Management** practices?

Schedule a meeting with us here.



Find out more about the Account Planning process
for key accounts



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