Kapta

Case Study

Sohonet

How Sohonet Utilized Kapta to Nearly Triple Revenue from Key Account Relationship Management

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Company: **Tech Solutions and Collaboration Tools for the Media Production Industry**

Industry: **Cloud Services, Data Management, and Network Technology**

Kapta Services Provided: **Key Account Management (KAM) Services and Technology, Reporting, Salesforce Integration, and Custom Automation**

Highlights

Challenge

Inefficient and unstructured account planning processes and tools for major key accounts.

Solution

An intuitive account management toolset that helps drive strategic conversations with the right people at the right time.

Result

3x increase in revenue, time and tool efficiency, and proactive account management practices.

Overview

Sohonet has been connecting storytellers across the globe since 1995. Combining innovative technologies with world-class services, the company remains the leading global expert in connectivity and data management services for the media and entertainment industry. Sohonet offers a wide range of technical solutions, designed to enable clients to manage, store and transfer their valuable content, quickly, and securely.

As the company expanded, Sohonet recognized the need to structure and optimize the account planning process for large key accounts. The company sought an enduring solution to help align goals, standardize processes, improve customer satisfaction, and ultimately grow revenue.

That's when Sohonet's Chief Executive Officer, Chuck Parker, turned to Kapta for help.

The Challenge

Sohonet has 25 key accounts that represent 80% of the company's revenue. Prior to implementing Kapta, the organization was relying heavily on manual processes and fragmented technology to engage with clients, slowing down communication as well as their ability to recognize opportunities to drive growth. The lack of centralized information and activity management capabilities made it difficult to maintain consistent documentation, track meeting notes, generate reports, and be proactive with key account engagements.

In their search for a solution, they realized traditional Customer Relationship Management platforms didn't provide the robust functionality or level of visibility needed to strategically engage with key accounts while effectively managing internal workflows.

The Solution

Kapta began ramping up KAM efforts by helping Sohonet formalize a common vocabulary to navigate complex conversations and align internal teams to meet client goals. The company switched from performing manual tasks on multiple tools, such as Powerpoint and spreadsheets, to automating account plans, managing KPIs, and generating detailed reports using Kapta's KAM-specific software.

To further enhance Sohonet's account planning process, Kapta provided consultative guidance and customized programs to increase customer engagement and drive revenue.

"When we meet to review account plans and client goals, everyone is on the same page thanks to Kapta. We have saved hours on the phone and created efficient processes across the board, allowing us to scale revenue and be more effective with client engagements."

— **CHUCK PARKER**
CEO, SOHONET

The Results

The combination of the Kapta KAM Process™ and technology gave Sohonet the ability to offer key accounts high-levels of engagement at the right time in the customer lifecycle.

With detailed org charts, SWOT analyses, and goal setting features, Sohonet could identify the right decision-makers and properly support their needs and goals from pre- to post-production. Kapta's custom tracking configurations enabled Sohonet to measure activity on the fly, keep account managers accountable, and create clarity on execution.

Moreover, Kapta's technology integrated seamlessly with Salesforce, consolidating crucial data points across systems.

To date, Sohonet has utilized Kapta's KAM software and services to double — nearly triple — revenue from key account relationships.

Purpose-Built. Proven. Transformative.

Kapta is more than an account management platform — we're also a roadmap. Our KAM Process™ is a proven methodology for transforming client relationships through Key Account Management, and our intuitive tech supports and accelerates your efforts every step of the way.

Ready to learn what Kapta can do for you?

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