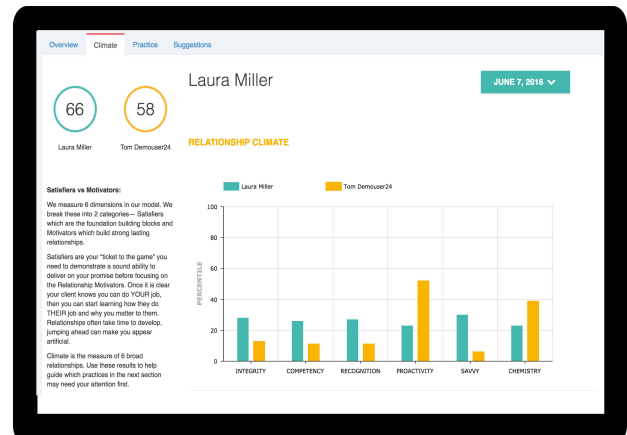# Tech Company Boosts Revenue By $500,000 In One Year using CX Management Application

The Challenge

Encompass-CX was approached by an information technology company to maximize account value through greater retention and share of wallet. In particular, the company wanted to grow its $1 million account with a state health agency. The executive leadership team thought the most cost-effective option would be to have their salespeople reach out to customers on a more frequent basis to discuss new technologies, review potential needs and build the relationship.
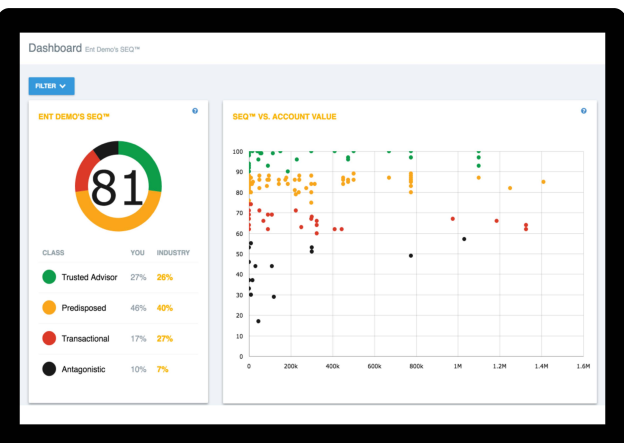

The Approach

Encompass-CX identified this information technology company was under-performing with their client relationships. Their leadership team was presented with an executive review followed by 1-on-1 coaching and a planning session for this targeted account. A short-term plan was created to grow share of wallet quickly.

The Results

The information technology company's relationship with the state health agency improved remarkably. The technology company is now better positioned to learn about and capture potential purchases. Also, the client now actively recommends the technology company to other divisions and peers.

The ROI

The information technology company grew the $1 million account by $500,00 in the first year, significantly beyond its initial forecasts. This represents a return of more than 1,000% on the total project value in the first year, not including gains made on other accounts and referrals.

Furthermore, the company collected customer-feedback data from more than 30% of the clients they works with, exceeding expectations and providing focus and additional revenue potential for the sales team.