Building Strategic Customer Relationships in Global Account Management

Graduate



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Initial Situation: A lot of B2B business today is done in a transactional way, i.g., selling products or solutions based on price or answering to RFQs (request for quotations). In Global Account Management, suppliers try to create a more partnership-oriented relationships to generate more long-term business. Nevertheless, a lot of companies are struggling with being customer centric.

The purpose of this Thesis is to present a methodology called the Triple Fit Canvas (TFC) that helps to build a real strategic customer oriented partnership.

The following questions will be answered through the thesis:

- How do companies profit from applying the TFC?
- What has been the situation before implementing the TFC?
- Which steps of GAM does the TFC methodology support, and to what extend?

Triple Fit means: Planning fit, Execution fit, Resources Fit.

Approach: Pre-TFC: How has typically been the relationship and situation with customers before applying TFC? (main issues, difficulties)

Answers: Unstable, transactional, short-term focused, Limited relationships

Post-TFC: What has changed in the relationship and approach after the workshop?

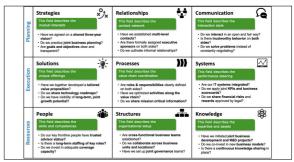
Answers: 360° view of customer, creates collaboration, breaks internal barriers, better communication & understanding of the customer

Once the supplier reaches a certain level of fit through the Triple Fit Performance with his customer, he reaches the Booster Zone which automatically increases his share of wallet.

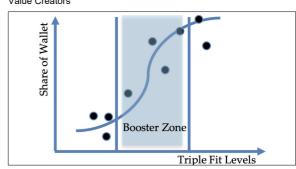
Conclusion: The implementation of the TFC methodology has a strong positive impact on the initial GAM steps. The TFC creates a strategic alignment between supplier and customer which supports and simplifies steps of GAM. The TFC is a proven and very promising methodology to build really strategic business relationships and to cocreate value. This helps to increase the Share of Wallet and with that to ensure long-term business growth. The TFC should be an essential and well implemented process inside GAM organisations. Having a strategic alignment is the foundation to build successful and sustainable business relationships

The Triple Tit performance

Value Creators



The Triple Tit performance and Booster Zone Value Creators



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