

This business had a problem - globally over 50% of their business was concentrated into the hands of only c.10 shipping lines and yet they had no Global Account Management organisation in place. This meant that they were missing out on the rapid growth in global shipping lines and progressively being marginalised into regional/local account business.

The CEO recognised the issue and employed the Springboard Commercial Benchmarking approach. Within only c.6 weeks we had both identified the issues and designed a road map to the successful management of their global customers. Over the following eighteen months with our help GES both recruited and trained an industry leading team of Global Account Managers - today they outperform their competitors in Global Accounts and their customers recognise them as the best in the industry.

Angus Frew CEO

“Springboard Commercial Solutions quickly established our strategic approach to global accounts and how to effectively manage them. This led to significant volume and value upsides, along side improved resource effectiveness and efficiency”

Paul Merritt Global Accounts Director

“ Working with Springboard Commercial Solutions provided me with the platform to identify our global accounts, where to invest and a global account management process that unlocked value quickly, yet consistently. Within year one, I was tracking 12% over an already stretching budget.”

**Improving your customer management
for bottom line growth**

