
Account management development drives sales up for Capacitas



Capacitas is a technology consulting and business process outsourcing company focused on ICT performance, capacity and cost efficiency. Since it was founded in January 2002 Capacitas has attracted many prestigious clients including easyJet, Nokia, National Australia Bank, Orange, Yell and Hewlett Packard.

Capacitas has grown its client base significantly in recent years and expects similar growth in the future. They put their success down to the industry experience and quality of their staff and their commitment to deliver outstanding service to their clients. “We have a can-do attitude and our clients appreciate that” says Danny Quilton, Chief Operations Officer at Capacitas.

By 2009 Capacitas had grown an impressive client list but recognised that they needed to formalise their account management function in order to foster ongoing profitable relationships.

Danny Quilton says “We had developed some good business relationships with our clients and one or two were particularly interesting with a great deal of repeat business. We wanted to attract more of that type of business but needed some outside support to help us identify how to go about it in the best way.”

They called on Elevation Learning for advice. Elevation Learning was first introduced to Capacitas when Chief Executive Officer, Andy Bolton, decided that his newly recruited consultants would benefit from developing their selling and consultancy skills to complement their IT knowledge. Over the years Elevation Learning and Capacitas have developed a collaborative relationship from which both parties have benefited.

After some discussion, Capacitas decided that it wanted to develop the account management skills of its key people, so asked Calvert Markham of Elevation Learning to design and run a workshop to help them do this. Capacitas agreed to allow Calvert to interview a number of clients with whom they had a close relationship about their impressions of and dealings with Capacitas. The findings formed a foundation on which to devise a programme to help the Capacitas team develop their account management style and approach.

Calvert says “The Capacitas team already had good selling skills so that wasn’t an issue. The areas that needed formalising were around the appreciation of their clients’ situations, how to appraise a client’s needs effectively and how to use this knowledge to inform their account management plans.”

The resulting one day seminar ran in September 2009 and was followed up with half day workshops in the following November, March and June. The workshops allowed the team to review specific account management plans against client needs and determine objectives for the forthcoming sales period.

Danny concludes “Capacitas’s staff found the workshop proceedings to be enormously useful in formalising an approach to handling multiple interfaces into a client. In addition, Elevation Learning provided guidance to ensure that Capacitas’s resources were targeted efficiently to ensure the best return on investment.”

A key measure of success was the increase in repeat business. After adopting the recommendations from the workshop Capacitas observed an 18% increase in revenue from its accounts.