

Putting ##### in Motion

The IBM ##### Account Team gained #####'s trust and enhanced their existing business model, catapulting them into the digital age.

The Challenge

is the #####. It was created at the beginning of the millennium following the EU directive on the deregulation of rail transport.

The challenge that the IBM Account team faced was to convince ##### to not only embrace the IBM solution but also to enhance their business model, which would require them to transform their business outlook.

A New Approach

#####'s existing business model focused solely on the transport provider, where their main concerns were the stops, the amount of time at each stop, the routes etc. The IBM Account team already had a relationship with #####, but competition loomed. The Account team attended a Classroom to Client (C2C) Workshop in September 2015 that helped them to expand their vision and embrace a different way of thinking. Instead of concentrating solely on the transportation details, they needed to also incorporate the end user's needs and experience. The C2C subject matter experts suggested a new passenger-centric approach. The Account team concluded that they needed to give the traveler a virtual experience; therefore, they shifted the narrative from just the rail transport to include the traveler. ##### needed to tap into booking, planning, and revenue from online travels and incorporate more than just the traditional direct mediums. The focus would be to use social channels, which offered tremendous growth potential.

The customers' daily needs became paramount. The team considered the travelers' emotions and technology needs and married the virtual and physical services to come up with a digital solution to suit travelers' needs. #####'s enhanced dedicated mobile brand is based on a digital model of customer interaction, social strategy, audience analytics, and an intense use of mobile devices. In their new business model, they became a disruptor, changing the rules of the game by anticipating the travelers' needs.

Progress

The network of experts and executive feedback at the C2C helped the team artfully articulate to ##### how IBM could simultaneously upgrade their business model and launch them into the digital age. In the C2C workshop, the team reviewed instances where they were reactive, which helped them learn how to work in a proactive client-centric way. At the end of the workshop, the team had a new idea, a bold idea ---"#####."

The IBM Account team began to review the revenue threats in advance and proactively plan for them instead of reacting to them. Enhancements to the business model included addressing the source of the customers' daily needs and the best way to address them. Through quantitative and qualitative research, the IBM Account team learned about and considered the emotions that guide travelers' choices. They communicated these discoveries to ##### through demonstrations and expertise led conversations. IBM used these findings to convince ##### to enhance their existing business model to incorporate digital technology and adopt virtual services.

Within six months of their C2C experience, the IBM Account team garnered credibility from ##### and gained their trust. This eventually led to a signed deal.

The C2C effect quote:

“The C2C helped us shift our attention from the travels to the traveler and create a proactive business model based on the travelers’ needs. They really helped us with our bold idea and how to effectively present it.”

#####, T&T Business Development Executive

SAMPLE