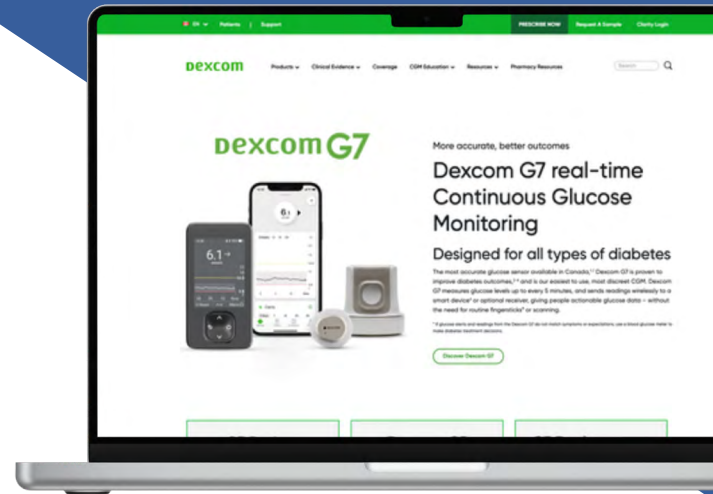




CASE STUDY

KEY ACCOUNT-ALL STARS

HOW DEXCOM BECAME OUTSTANDING PARTNER OF THE YEAR



dexcom.com

OVERVIEW

Dexcom streamlined and standardized account information and processes, which highlighted short- and long-term opportunities to collaborate with their most important customers.

“**We really wanted a tool to bring all customer account information together in a consolidated way.**”

RYAN SUBHAN, SENIOR MANAGER OF TRADE RELATIONS AT DEXCOM

CHALLENGE

DYNAMIC ACCOUNT MANAGEMENT WAS TACTICAL AND ISOLATED

Dexcom has many moving pieces in account management. Sales, budgeting, forecasting, marketing, strategic planning, and more. Everyone was working in their own space, and they were missing opportunities to collaborate with their most important customers.

Dexcom needed a way to bring customer information together in one place so everyone was working off the same data.

KEY CHALLENGES

1 Account teams were working in silos.

2 Missed collaboration opportunities.

3 No clear way to identify customer goals.

SOLUTION

DEXCOM NEEDED TO MANAGE COMPLEX CUSTOMER ACCOUNTS

Dexcom chose to implement Valkre as it offered a comprehensive software solution, enabling the streamlining of their management of intricate customer accounts. During the discovery phase, Valkre identified Dexcom's challenges and customized the platform to meet their specific needs.

Dexcom adopted a phased onboarding approach, allowing them to activate features and widgets at their own pace. This unified platform empowered Dexcom to enhance their processes incrementally, providing a more effective service to their key customers.

Ryan emphasized the value of Valkre in facilitating real-time collaboration among cross-functional teams on customer deliverables and initiatives.

Moreover, Dexcom teams gained efficiency by utilizing the same tool in a customer-facing portal. This has streamlined preparations for business reviews and meetings, making these processes more efficient.

RESULT

DIGITIZED PROCESSES LEAD TO RECOGNITION BY CUSTOMERS

The Dexcom team demonstrated diligence in their strategic account management approach. They utilized Valkre to centralize data, enhancing forecasting and cross-collaboration. Over time, Dexcom teams collaboratively developed programs with customers, driven by a profound understanding of customer drivers and shared goals. This approach led to Dexcom being named Outstanding Partner of the Year by some of their customers.



2023
OUTSTANDING
PARTNER



Digitized process

Streamlining cross-functional collaboration.



Phased approach

Turn on features and widgets when needed.



Single, cohesive platform

Allows Dexcom to build upon their process.



Valkre provides the framework for sound strategic management. The functionality of the software is easy to use, but the cumulation of all the data produces powerful and meaningful outputs."

RYAN SUBHAN,
SENIOR MANAGER OF TRADE
RELATIONS AT DEXCOM

REQUEST A DEMO

MAKE YOUR ACCOUNT TEAMS INDISPENSABLE TO YOUR CUSTOMERS.

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