

CASE STUDY
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ケーススタディ:

企業参照データ - ムーディーズ のデータで潜在収益を引き出す

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背景

市場で確固たるプレゼンスを築き、長年にわたり顧客との関係を維持していたにもかかわらず、飽和市場での成長という高まる圧力に直面していました。経営陣は、特に大規模な法人顧客を中心とする既存アカウントの中に大きな成長機会が眠っていると考えていたものの、どこに、どのようにアプローチすべきかの判断に必要な可視性が不足していました。

課題

自社の顧客を十分に可視化できていませんでした。一次データは配送拠点ごとに管理されていたため、顧客との関係は断片的にしか把握できておらず、以下の点に課題を持っていました。

- 顧客の総輸送支出に占める自社のウォレットシェア(顧客内シェア)の正確な把握
- 企業グループ全体におけるクロスセルやアップセルの機会の特定
- 既存または隣接テリトリー内での、新たな見込み顧客の体系的な優先順位付け

顧客の全体像を把握できていないことは自覚していましたが、その結果、重大な収益機会が見えないまま取りこぼされていました。

ソリューション

ムーディーズは、Orbis の以下 2 つの主要データセットを用いて、同社の既存顧客データの拡充を支援し、包括的なカスタマー・インテリジェンス・ソリューションを提供しました。

- 企業データ: 世界 6 億 2,500 万社を超える企業に関する詳細な所有構造と企業グループ構造データ
- 支出データ: 参加企業が提供した実取引データを集約・分析して得た B2B 支出インサイト(推定輸送支出を含む)

同社の顧客拠点と Orbis のデータを照合することで、各アカウントはその企業グループ全体に瞬時に紐づけられました。これに支出データを重ねることで、関連する企業すべての輸送支出の総額が明らかになり、個々のアカウントのレコードが、ビジネスチャンスの全体像を把握するための実用的なビューへと変革しました。

効果を実証するため、ムーディーズは顧客アカウントの一部を対象に、概念実証(PoC)分析を実施しました。

結果

隠れた収益機会が可視化され、営業チームが即行動に移せる状態に変化しました。

- データ可視性の劇的向上: ある産業機器メーカーの顧客に関しては、各拠点を親会社に紐付けただけで、関連する支出の可視性が 13%から 47%にまで向上しました。
- 数百万ドル規模の未開拓の機会発掘: ある卸売顧客については、1,000 社を超える関連企業と約 200 社の有望な見込み顧客が新たに特定されました。同社との既存取引額は約 900 万ドルでしたが、同社のグループ全体の推定輸送支出総額は 1,600 万ドルを超え、1 社の関係先だけで 700 万ドルの成長余地が存在することが明らかになりました。
- 営業チームが即行動可能に: 新たに特定された関連企業は優先度別に自動で振り分けられ、「有望ターゲット」から「ヒアリング対象リード」まで分類されました。これにより営業チームは、的を絞った明確なロードマップを手に入れました。

ムーディーズの企業グループ構造および支出インテリジェンスを活用することで、同社は、拡張可能な成長の青写真を手に入れました。これにより、ウォレットシェアを正確に算出し、既存顧客内で体系的にビジネスを拡大し、営業リソースと市場拡大施策の優先順位をよりスマートに判断できるようになりました。

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