

Why do we have Client Account Managers?

Large clients are complex. There are things we need to look for to make it a successful client. As a prospect, we not only sell to executives, but also users and technical support staff. When implementing, there are several variables to consider that may not be present with small clients. Once launched, large clients have complex and integrated structures which lead to complex support needs for TSI. Client Account Managers (CAMs) embrace these complexities and create relationships that allow both sides to benefit. CAMs' involvement begins after a client is launched. They interact with high level executives to ensure expected services are being performed and results are being met. CAMs also work with TSI internal resources to ensure accounts are being worked and clients are being serviced per the complex agreements. While doing all of this, CAMs also identify needs that can lead to better performance, growth opportunities and cross sell opportunities. The goal of a CAM is to retain and grow our largest most complex clients.

Here is an example:

Large National Physician's Group - This group is an extremely large physicians aggregator with a national footprint. They manage specialties of all types located in hospitals and stand-alone locations. They manage over 1,500 individual practices. TSI has to balance supporting the client's centralized corporate structure along with their large distributed user base. The CAM and the sales team have structured TSI's system setup to allow for a robust interface that provides an individualized solution to each practice while providing the corporate team complete oversight ability. TSI has taken a partnership role to not only work their AR, but to consult and provide solutions to best manage their entire revenue cycle. TSI has identified opportunities to improve performance by persuading this client to use our services sooner and consistently. Additionally, TSI has uncovered opportunities to provide additional, non-standard, programs that will benefit the client and add revenue for TSI. Since launching, this client has more than doubled in TSI usage and in 2016 booked nearly \$1.2M in overall revenue to TSI.