



Strategic Account Manager (SAM)

Strategic Partnership Offering



The number one challenge for customers with software is **Adoption**

80%

of software features are rarely or never used.

Acorn SAMs help bridge this gap by driving adoption and measurable impact.

SAM impact: **Support vs. Strategic Enablement**



Adoption growth



Goal achievement rate



Engagement benchmarks



Measurable outcome delivery

Strategic Value & Layout

Dedicated Strategic Account Manager

- Monthly Meetings
- Quarterly Business Reviews
- Feature Workshops Post Implementation
- Consistent Point of Contact
- Access to Usage Data & Benchmarked Metrics

Benchmarked Analytical Insights

Acorn Customer Standard

82%

Monthly Completion Rate

Your Industry's Standard

56%

Monthly Completion Rate

Your Organisation's Standard

73%

Monthly Completion Rate



Dedicated Strategic Account Manager

Dedicated to a small number of accounts

- Point of issue escalation
- Understands your organisation's use cases
- Assists the support team to prioritise business critical issues

Proactive Support

- System monitoring
- Feature clarity and updates
- Best practice education

Strategic Usage & Project Advice

- Advises on leveraging new features and integrations
- Supports project planning and execution
- Advises on implementing new functionality

New Feature Discussions

- Communicates upcoming releases
- Offers a direct feedback channel to the product team
- Provides insights into Acorn's roadmap

Quarterly Business Reviews



Review of the Past Quarter

- Performance overview
- Goal assessment
- Project updates

Goals and Projects for the New Quarter

- Setting new goals
- Project planning

Benchmark Analysis

- Presentation of benchmarked metrics
- Insights and learnings

System Architecture Review

- Current state analysis
- Recommendations

Thought Leadership Segment

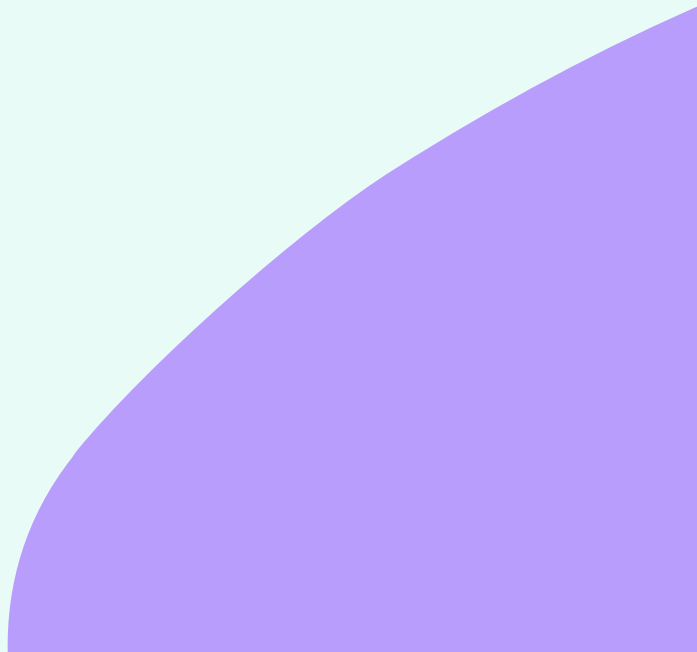
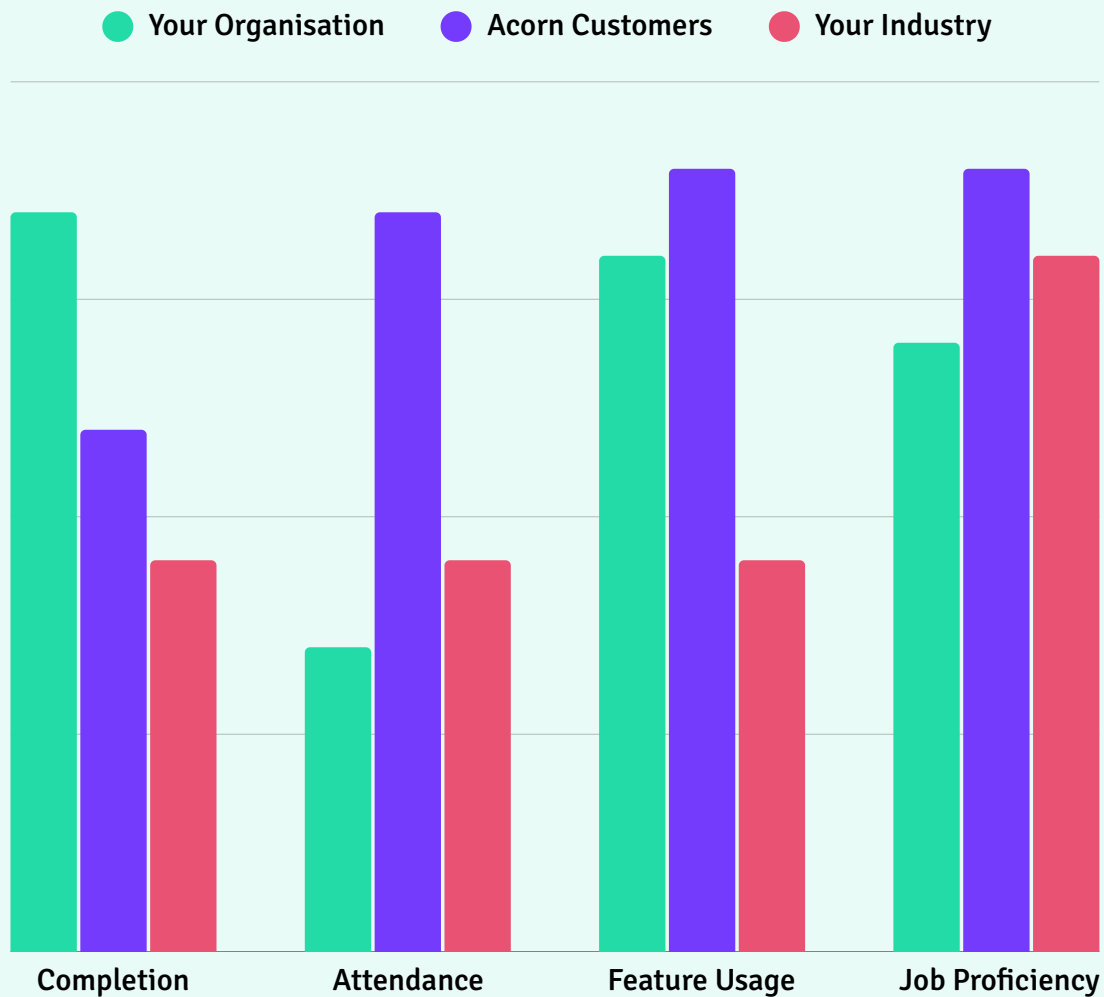
- SME / Product Manager / Executive Presentation: Deep dive into product features, upcoming enhancements, or strategic vision



Meaningful Data

Benchmarked Analytical Insights

Gain a clear picture of performance with benchmarked metrics provided by your SAM. Track engagement, feature adoption, learning activity, and proficiency benchmarks to identify opportunities for measurable growth.



Service Inclusions Matrix:

With vs. Without SAM

Service / Responsibility	Without SAM	With SAM
Strategic Goal Setting	×	✓
Monthly Meetings	×	✓
Quarterly Business Reviews	×	✓
Dedicated Point of Contact	×	✓
Escalation Management	×	✓
Feature Workshops Post Implementation	×	✓
Usage Benchmarking Reports	×	✓
Insights on New Features & Integrations	×	✓
Support Prioritization Based on Business Criticality	×	✓
Tailored System Architecture Review	×	✓
Thought Leadership & Executive Engagement	×	✓



Detailed SAM Offering

Quarterly Business Reviews (QBRs)

- Benchmarking reports across industry and Acorn customers
- License utilization insights
- Heatmaps and user journey analysis
- SLA and support ticket reviews
- Updates on product development tasks

Monthly Strategic Meetings

- Status updates on in-flight projects and tickets
- General patch notes and roadmap review
- Outstanding action items review

Platform Optimization & Advisory

- Health checks and system audits
- Best practice recommendations
- Feature configuration support
- Implementation assistance
- Roadmap alignment

The investment

**Paying for licenses that are
only 20% used is wasteful.
Leverage your investment.**

Get in Touch

We'd love to chat!



www.acorn.works



hello@acorn.works



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