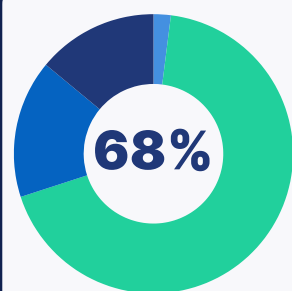


THE QBR DELUSION

What can technology do for QBRs?

Buyers are losing patience with their suppliers' current QBR processes. Many businesses simply don't have the expertise, resources and scale needed to improve. With 82% of buyers reporting they've cancelled a contract due to poor QBRs, what can suppliers do to avoid churn?

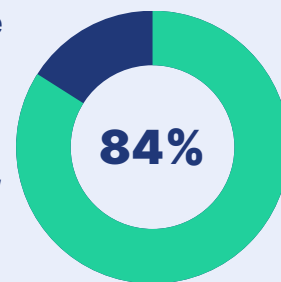


When's the best time to show value & innovation?

The majority of buyers point to regular review meetings/QBRs as the single most important opportunity for suppliers to provide evidence of consistent value and innovation.

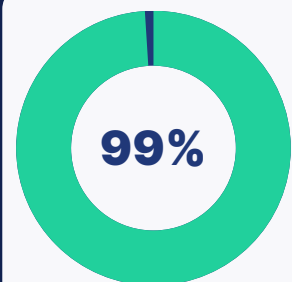
Buyers' expectations are increasing

With 84% of buyers saying their expectations of QBRs have increased over the past two years, it's more important than ever to offer them a high-quality QBR process.



Biggest buyer frustrations

- Agreed next steps aren't followed through in good time
- Meeting materials are poor quality
- Meetings are of inconsistent quality
- Meetings don't add value to the business relationship
- The meeting format doesn't deliver a lasting impact



Buyers are looking for tech-first solutions

Almost every QBR stakeholder agreed that they would be more likely to choose a supplier that uses the latest tech solutions to improve their experience.

“If key client stakeholders don't feel that they're getting value attending QBRs, they soon stop coming. The opportunity to have meaningful business conversations (and to upsell new services) is lost and, somewhere down the line, the buyer will make the decision to explore the market.”

James Ward, Managing Director, Clientshare

A technology-first approach enables suppliers to stay on track with next steps, maintain a high quality of meeting content and encourage visibility of review findings for all stakeholders. This creates a seamless QBR process; before, during and after meetings.