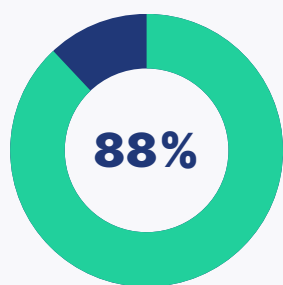


THE QBR DELUSION

Solving common Business Review challenges

Quarterly Business Reviews (QBRs) are essential for building and maintaining strong buyer-supplier relationships. However, many businesses struggle to execute effective QBRs, leading to 76% of service buyers reporting that QBRs often feel like simple tick-box exercises.

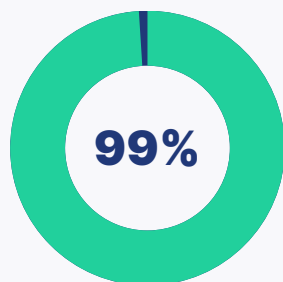


Clients' expectations aren't being met

88% feel that suppliers aren't demonstrating enough evidence of value and innovation in QBRs. This is often due to review meetings lacking focus, quality and consistency.

Take your QBRs to the next level by...

1. Presenting your clients with high-quality meeting materials.
2. Acting on actions & next steps in a timely manner.
3. Addressing questions & concerns, while offering solutions.
4. Looking ahead to the future of the contract & how to continuously deliver value.
5. Using technology to streamline the QBR process.

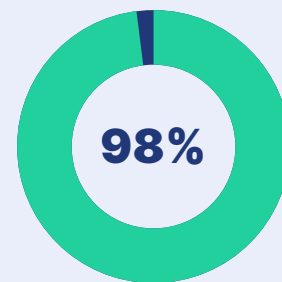


Buyers want consistent communication & value

An incredible 99% of buyers in service industries are more likely to renew with a supplier that consistently communicates and shows evidence of value they've delivered.

Preparation is key

The vast majority of buyers, 98% in fact, feel their suppliers could be doing more to prioritise and prepare for review meetings. Businesses can't afford to simply go through the motions; buyers will look elsewhere if they don't see the insights they expect.



“If you can clearly show customers how the conversations you're having in QBRs are directly leading to tangible improvements and measurable business impact – whether that is a cost saving, a new way of doing something or a new strand of innovation – that is incredibly powerful.”

Alistair McVicar, UK Sales Director, Kintetsu World Express

Addressing simple yet important frustrations buyers have is a foolproof way of elevating your QBR process. Account teams can achieve this by regularly tracking the feedback they receive, acting on it and, most importantly, showing their customer the results.