

Five ways Quarterly Business Reviews impact retention and growth

Quarterly Business Reviews (QBRs) are a supplier's greatest opportunity to **shine, create impact** and **get feedback** from their customers – on an ongoing basis.

But **only** if they're being done correctly.

Are yours?

1 Are you **delivering** consistent, quality, digital reviews across every account?

Only 34%

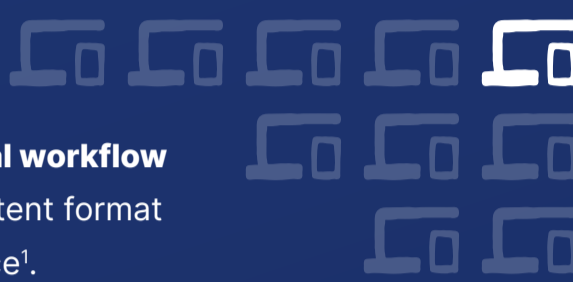
of customer accounts receive business reviews from suppliers on a regular basis.

For best-in-class companies, it's 75%.



<10%

of companies use **digital workflow tools** to create a consistent format and customer experience¹.

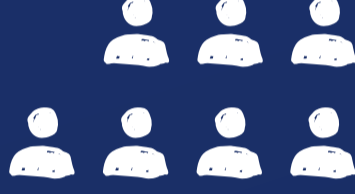


2 Are you **increasing your influence and reach** across multiple stakeholders?

1.7 is the **average number** of stakeholders receiving QBRs



~7 is the **best-in-class supplier benchmark** for number of stakeholders who should receive QBRs²



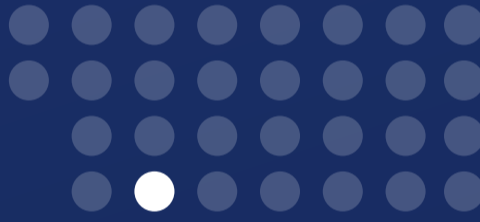
3 Do you **measure** the health of your customer accounts?

Suppliers who don't, can't predict the risk of churn.



<1/30

suppliers **ask customers for feedback** during a QBR



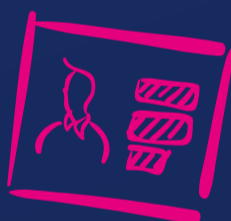
<10%

of accounts **receive customer feedback**¹



4 Do you **react quickly** to your customers' needs and challenges?

~2% of supplier businesses can access relevant customer feedback **within seconds**



68% customers leave because they **don't feel listened to**¹



5 Do you enable **two-way communication** with leaders and customers?

<5%

of leaders have a **two-way channel of communications** with their key customer stakeholders



82%

of buyers are frustrated by lack of communications from **supplier leadership** – except at renewal or when there is an issue¹



Sources

¹ Customer Experience Report by Right Now

² Clientshare Supplier Relationship Management Survey

In the moments that **really matter**, is your company performing at its best?

Providing consistent, quality client engagement will drive retention and growth. Take your Quarterly Business Reviews to a new level with Clientshare Pulse.