

What Makes Accounts Strong

How strong are your customer accounts?

AskForensics' research of \$4 billion worth of accounts, representing 600 business-to-business customers, reveals that account support is mentioned as a key factor by 67% of the businesses profiled.

Account Support

Top Two Factors of Strong Accounts

Service Quality

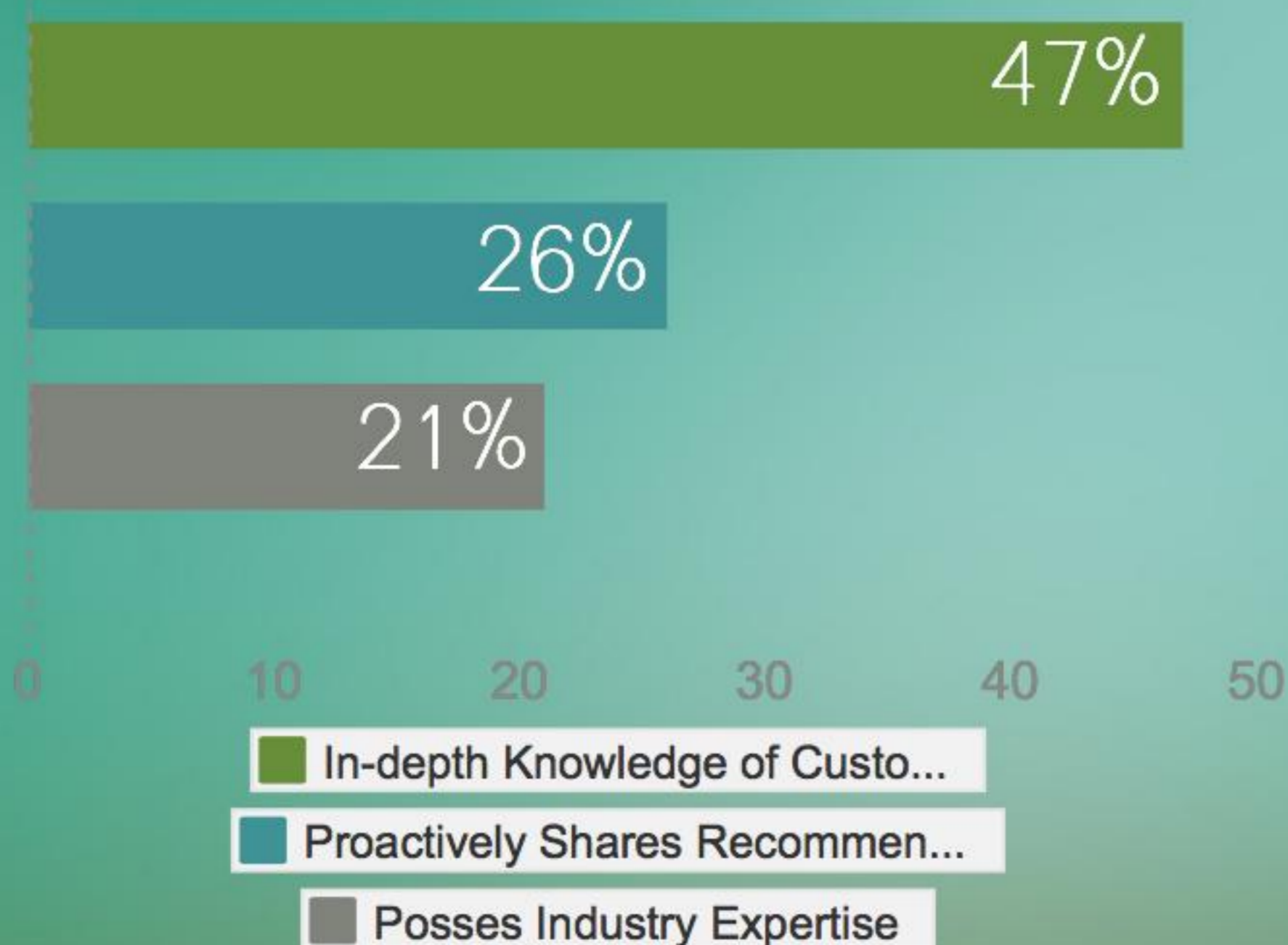
67%

13%

Corporate and Frontline Levels

There are two levels of account support: corporate-level support and frontline-support. Below are the top factors within these levels that make accounts strong.

Corporate-Level



Frontline-Level

