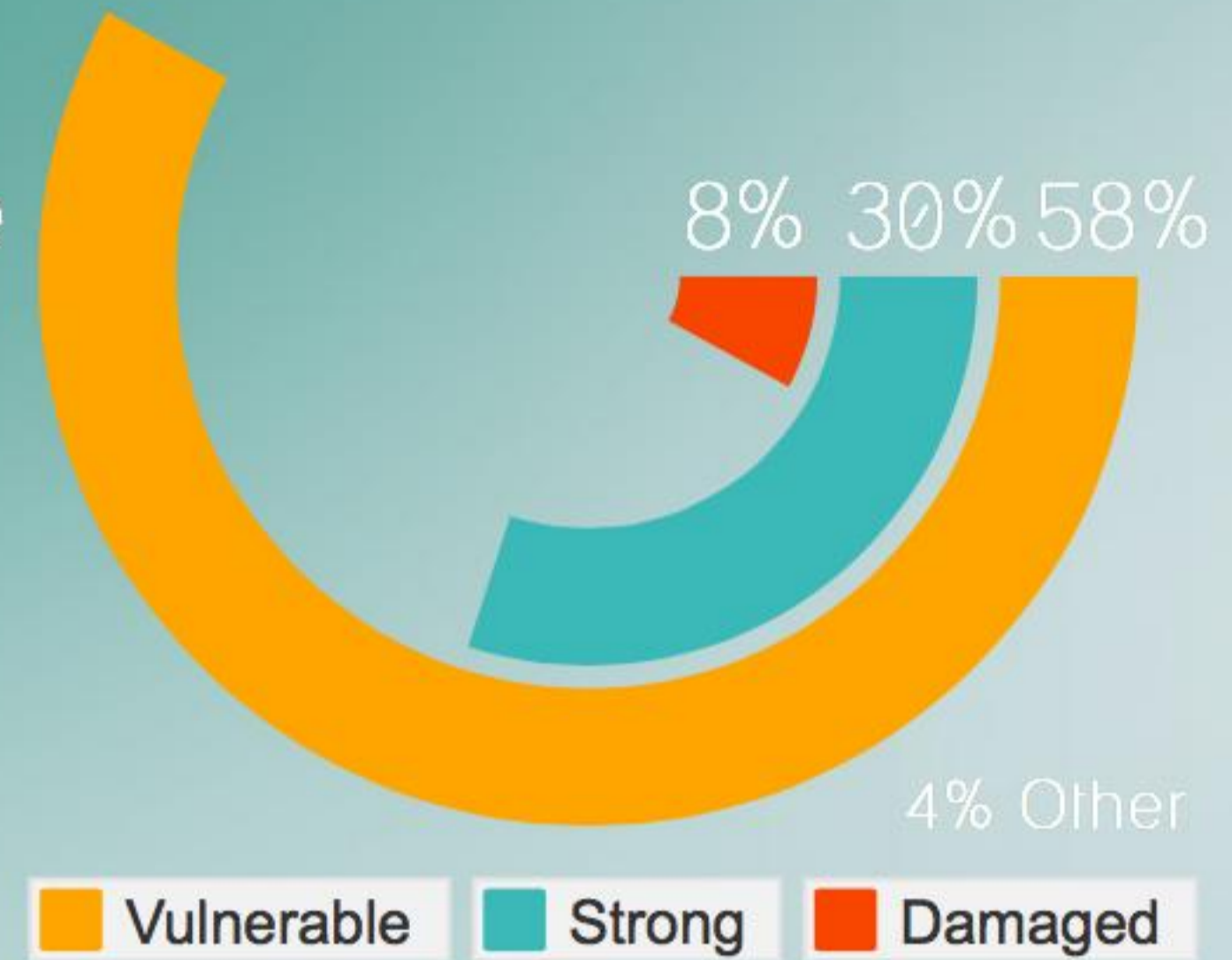


What Makes Accounts Vulnerable

How vulnerable are your customer accounts?

According to AskForensics' AccountForensics research of \$4 billion worth of accounts:

58% Are Vulnerable
30% Are Strong
8% Are Damaged



Top Three Factors of Vulnerable Accounts

Lack of Account Support

27%

Poor Service or Product Quality

22%

Lack of Perceived Value

16%

Corporate and Frontline Levels

There are two levels of account support: corporate-level and frontline-level support. Below are the top two factors within these levels that create vulnerable accounts, according to companies profiled.

Corporate | Frontline

38%

Doesn't Proactively Share Recommendations

Insufficient Employee Quality

33%

21%

Doesn't Support Client's Programs

Lack of Quantifiable, Measurable Results

29%