

5
STEPS TO
RESUSCITATE
DAMAGED
ACCOUNTS

1

INVESTIGATE

Conduct an AccountForensics investigation to uncover damaged accounts.

2

EVALUATE

Evaluate potential cracks in client relationship to uncover the root causes of problems.

3

VALIDATE

Cross validate findings with multiple sources to obtain an accurate view of issues.

4

RECALIBRATE

Recalibrate the relationship by developing a plan to address all issues and executing the plan in a timely manner.

5

COMMUNICATE

It is not enough to just fix issues; you also need to communicate to your client that the issues have been addressed.

REPEAT