

What Makes Accounts Damaged

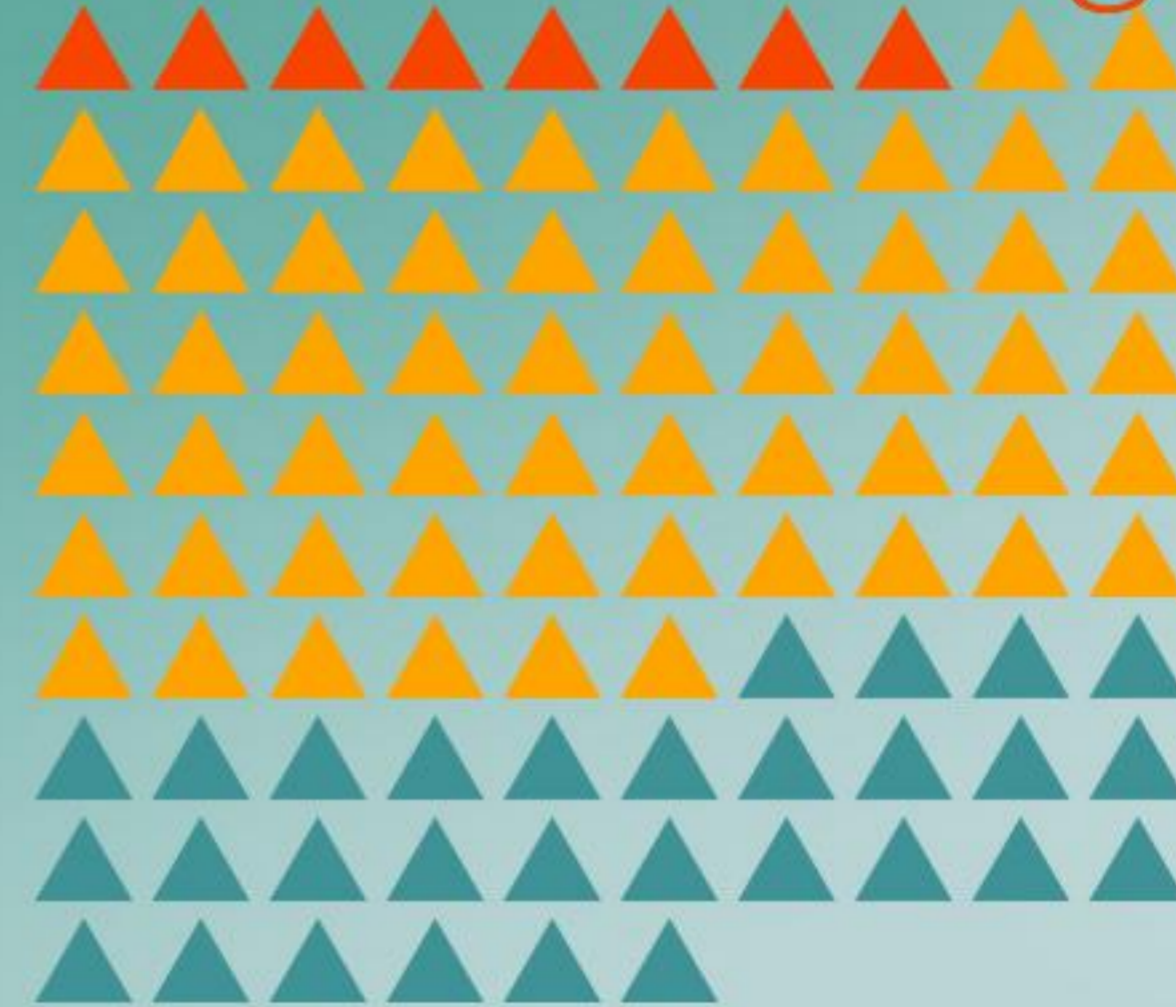
Are your customer accounts damaged?

With damaged accounts, you are susceptible of losing the account, perhaps before your contract expires.



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

8% Are Damaged



■ Damaged ■ Vulnerable ■ Strong

Other: 4%

Top Three Factors of Damaged Accounts

Lack of Account Support

38%

Poor Service or Product Quality

26%

Lack of Perceived Value

17%

How to Repair Damaged Accounts

1. Assess what is going on internally to uncover problems.
2. Develop a detailed action plan on how to resolve the issues.
3. Meet with client to communicate plan of action.
4. Most importantly, carry out the plan of action.