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

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.

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