What Makes Accounts Strong

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.

Top Two Factors of Strong Accounts

<table>
<thead>
<tr>
<th>Account Support</th>
<th>Service Quality</th>
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<tr>
<td>67%</td>
<td>13%</td>
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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

- In-depth Knowledge of Customer Needs: 47%
- Proactively Shares Recommendations: 26%
- Possesses Industry Expertise: 21%

Frontline-Level

- Highly Valued Relationship: 39%
- Delivers Effective Support: 24%
- Delivers Measurable Results: 18%
- Responsive to Requests: 15%