



## The Perception Gap

**Difference between how you perceive your account health to be versus what your customers think it is.**

In every account health assessment we complete we find that clients view account health as worse than what providers think.

Whether gaps are big or small, they cause companies to overlook what is truly going on. If perception gaps persist, they impact your chances to effectively renew and expand accounts.

The top three drivers of perception gaps are:

1. Client executives at the day-to-day level are not comfortable sharing their candid opinions with your account teams.
2. You do not directly and consistently interact with your clients' senior executives.
3. Negative perceptions held by senior client executives linger, even after you have resolved the issues.

Watch our video for more insights into perception gaps and three recommendations to effectively avoid and resolve them.

[Video](#)

Rick Reynolds

AskForensics

Email: [RReynolds@AskForensics.com](mailto:RReynolds@AskForensics.com)