



Small Performance Gaps Can Escalate and Jeopardize Your Business

Issues Impact Your Value-Add and Client's ROI

AskForensics recently completed B2B customer health assessments with accounts totaling close to \$600M in total contract value. This is a sizeable book of business and equals the total annual revenue of many companies.

On a 1 to 10 scale, where 1 means the account is severely damaged and 10 means it is incredibly strong, the average rating for these accounts was 5 (which is on target with our total database). This means that our clients' accounts were vulnerable and that timely, corrective actions were essential. Failure to quickly fix these problems can cause them to escalate to a level where they could threaten the relationship, the existing contract, expansion opportunities, and renewal. This will significantly impact top and bottom-line results and cause companies not to achieve growth plans.

There were three common reasons why these accounts were rated as vulnerable. Understanding and avoiding these pitfalls will get your company off to a stronger start in 2025:

- 1. Lack of value/ROI.** Providers were not meeting expectations and requirements or, if they were, they were not identifying and sharing them (see #3 below).

2. Performance and quality gaps in services and products. This caused providers not to meet the core reasons for being retained. This raised questions about why these companies were selected in the first place.

3. Insufficient communications. Providers were not submitting reports about on-going costs, ROI, and meeting KPIs. This prompted clients to either not understand the provider's value-add or to question why insights were not shared in the first place - Is there something to hide?

Recommended Actions: Act quickly! It is important to readily identify and proactively resolve these (and all) performance issues (real and perceived) before senior client leadership learns of these and becomes directly involved. If they do, it is much more difficult to correct the gaps, repair the relationship, and to achieve a position of strength.

[Video](#)

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