

## An introduction to the Customer Relationship Quality (CRQ™) Assessment

### Beyond satisfaction

Most B2B companies measure customer satisfaction. But in today's complex and often commoditised business environment, that's not enough.

In order to understand if customers are likely to stay for the long term, companies need to go further than customer satisfaction. They need to measure the level of **Trust** and **Commitment** in their relationships, which often occur at multiple levels.

Relationships DO count:

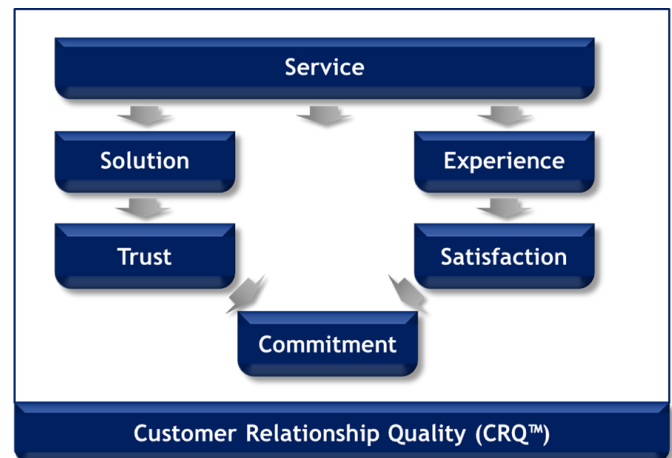
- The loss of one big client, or defection of one loyal intermediary, could cost you your job!
- The customer's voice isn't clear enough in identifying the operational issues that damage trust
- Account managers need to escape from working hand-to-mouth on sales and only firefighting service issues rather than resolving what underlies them
- Customer Satisfaction or NPS measurement is seen as 'research' rather than a central pillar of account management

### What is CRQ™?

CRQ™ is a World-leading B2B-specific Voice of the Customer methodology to understand and manage long-term customer relationship quality and thereby improve sales and account management effectiveness.

The approach is based on over 8 years of academic research and has been adopted by blue chip companies such as Apple, Atos, BT Business, HSBC, Reed Elsevier, Santander, Toll and VitalityHealth.

The model upon which it is based (illustrated) covers all the critical drivers of B2B relationships, recognising that such relationships are complex, multi-layered and time-bound.



### How does it work?

The most effective intervention for a CRQ™ engagement is an annual census of all client-side customer contacts and stakeholders of the business.

It is administered via an easy-to-complete, engaging online survey that quickly gets to the heart of what is and isn't working well in the relationship from that individual's perspective. It acts as an early-warning system to identify potential customer or account defections before they actually happen.

Typical completion rates are c.40%, which allows for sufficient granularity of feedback to individual client and account manager level.

### Outputs

The outputs have an emphasis on action, not data, and deliver (as illustrated):

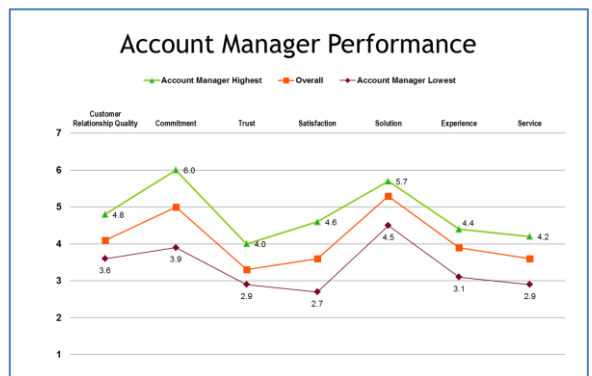
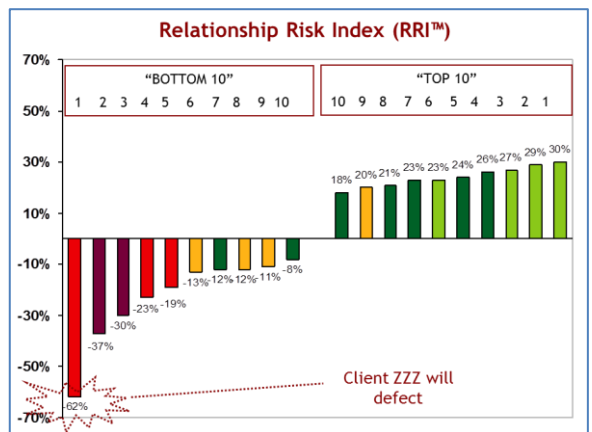
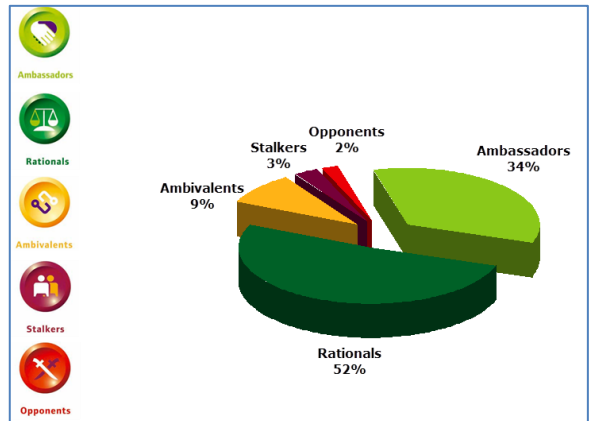
- Segmentation based on Relationship Quality
- “At Risk Register” of accounts
- Sales/Account Manager rankings
- Key operational bottlenecks

### Benefits

CRQ™ enables MDs and Sales Directors to answer the following key questions:

- What is the quality of our relationships with major customers (and all key individuals in these accounts) – which accounts are in good shape and which are at risk of defection?
- Which account managers are doing a good job at building and maintaining long-term customer relationships, and which are not?
- Which Delivery / Back Office / Operational issues are doing damage to our relationship with major customers?

The CEO of a Life Assurance company said:  
*“Thank you for all of your support over the last 3 years. It was a real turning point in my role as CEO when adopting the Deep Insight model within the Organisation and it gave me a clear measurement path on our journey to service excellence”*



### Customer Attuned

We help B2B companies build better customer and intermediary relationships based on trust and working together for mutual commercial benefit - this is what we stand for and run our business by

We help you to:

- Become more customer centric
- Understand, manage and improve the quality of your customer relationships
- Make your sales, distribution and communication channels (physical and digital) work smarter
- Attract, manage, motivate, develop and keep your people



### To find out more

For more information please contact Peter Lavers at [hello@customerattuned.com](mailto:hello@customerattuned.com).