



# Revolutionise Your Customer Intelligence



## Know your customer, know your business

Good customer relations are at the heart of every successful business. The better you understand your clients, the better your relationships will be.

Our world-leading CRQ tool, powered by Deep Insight, gives you the insights to really understand what your customers need.

## Why focus on customer relations

Your relationships with your customers have a direct impact upon sales and profit performance. But often, businesses don't know how these relationships are faring.

What's more, your current customer journey could be causing issues that you don't know about.

By finding out exactly what your customers think about you, you can take decisive actions to ensure you deliver for them.

Our deep dive analytics, together with experienced subject matter experts, will show you what you need to do to make sure your customers relationships are working for you.

***"Adopting CRQ™ was a real turning point for our organisation. It gave me a clear measurement path on our journey to service excellence."***

Life Assurance Company CEO

## What is CRQ™?

CRQ™ is a world-leading B2B customer insight tool. It helps you understand and manage long-term customer relationship quality and improve sales, profit and shareholder value. CRQ™ shows you:



### Quality

The quality of your relationships with major customers



### Performance

How well your company manages the performance of your customers



### Insights

Insights into operational issues that could cause problems



### Actions

Actions that you can take to improve and deliver benefits

## The CRQ™ difference

CRQ™ is not just a research tool. It's a central pillar in your customer relations strategy.

CRQ™ shows clearly how your customers see you. It identifies the key issues that might cause relationships to break down and recommends real actions to keep things on track.

By knowing what your customers think, your account managers can focus on delivering what your customers need.

## How it works

CRQ™ consists of one simple online assessment, which covers all the critical aspects of B2B relationships (see below).

Our assessment targets decision makers and influencers with both standard and bespoke questions that reliably measure the quality of your relationships.

Responders are segmented based on their attitude to you, giving you a comprehensive picture of your relationship management. But CRQ™ is about more than data. Our analysis gives you real recommendations that make a difference – our online dashboards help you track progress.

# Customer Relationship Quality (CRQ™)

powered by  Deep-Insight





## What you get

CRQ™ gives you:

- CRQ™ and Net Promoter Scores by each aspect of the CRQ™ model
- Segmentation based on relationship quality
- Score movements by account
- On-line data analytics
- Insights into significant operational bottlenecks
- Actions to improve and deliver benefits

Losing just one big client can seriously affect profitability and your shareholder's value. By showing you how your customers rate you and your service, CRQ™ can help ensure this doesn't happen.

To maintain consistently positive customer relationships, we recommend two things:

- Carry out a CRQ™ analysis of all your customers every year
- Embed the process through company KPIs

## About Customer Attuned

We work with B2B companies to develop better customer and intermediary relationships. We help you build trust, so you and your clients achieve the best possible outcomes.

For more on how CRQ™ can help your business, email Gary Lunt at [gary.lunt@customerattuned.com](mailto:gary.lunt@customerattuned.com)