

WHY YOUR B2B CUSTOMER

should be



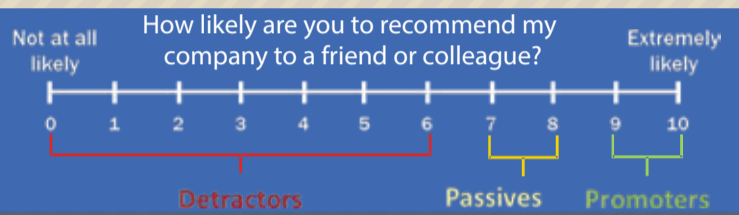
in 2014



LOYAL CUSTOMERS OUTSPEND

unhappy ones, that we know. Depending on your business, Promoters could be **SPENDING 2X MORE** than Detractors!

Do you know who is really *with you*?



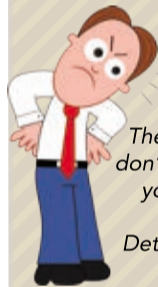
1 IDENTIFY WHO is WITH YOU and WHO ISN'T

using a simple questionnaire with all your accounts

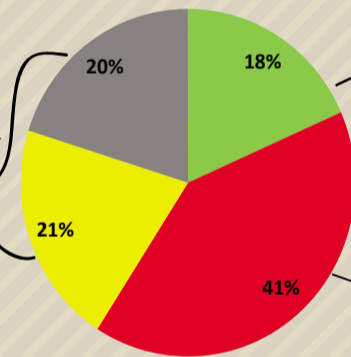
B2B customers expect more than service, they expect you to help them be successful.

Your monthly recurring revenue may look like this Tech & Services company example:

Segmented Revenue for Tier 2 Accounts



These customers either don't care enough about you or could easily become a Detractor if ignored.



You're leaving money on the table with your Promoters!

- Promoters
- Detractors
- Passives
- Non-Responders

Almost 1/2 of your monthly revenue is at risk for this product!

2 LINK ACCOUNT FEEDBACK

to financial data to find out how much \$€£ is at risk or upside potential.

Real NPS 14%

NON-RESPONDERS tell you more than you think!

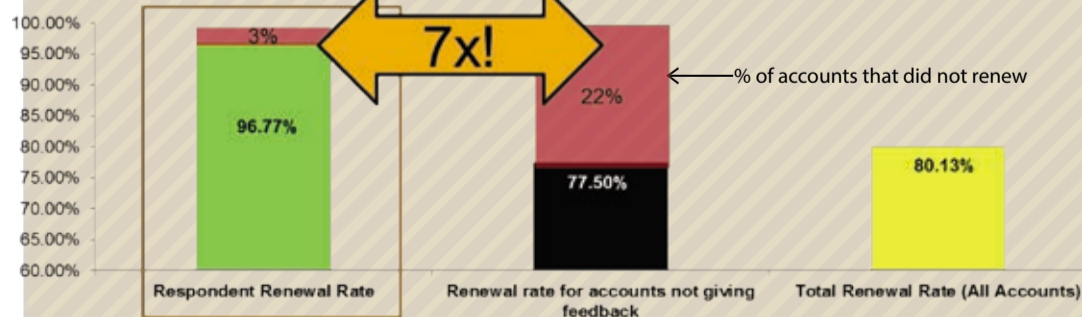
In this SaaS client example, non-responder renewal rates were **7x less likely** to continue doing business each month.



3 CLOSE THE LOOP

by following up with Promoters/Detractors and drill down to the root cause for solutions.

Repurchase Rates



4 CREATE AN ACTION PLAN

to activate Promoters, convert Detractors, engage Passives and prove value to Non-Responders.

IT'S TIME YOU BUDGETED FOR A CUSTOMER EXPERIENCE PROGRAM that provides insight-to-action



Waypoint Group

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or contact sabrinab@waypointgroup.org for more info

THERE ISN'T A QUESTION OR PROBLEM THAT CAN'T BE SOLVED THROUGH VOICE OF THE CUSTOMER.

1. How can we retain and expand existing customers?
2. What new capabilities should be included in our products/service?
3. How much money are positive and negative referrals adding to/costing our company?

