

The Business Case for Relationship Climate™

In today's competitive world successful companies understand that revenue growth comes from more than just having the right products and services. In B2B markets it's also about building and maintaining great relationships.

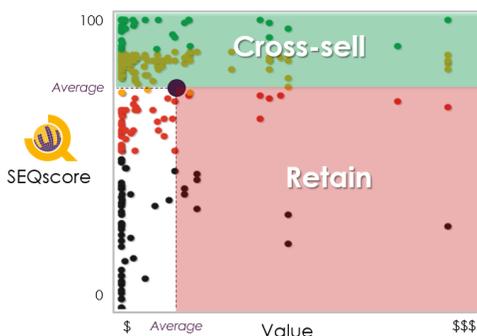
For instance, the customers with whom we have the strongest relationship are much more likely to renew contracts as well as purchase across all offerings (those elusive "cross-selling" opportunities). Businesses that improve these two areas achieve dramatic improvements in revenue and profits.

About Relationship Climate™

We have developed a new approach to customer management. It makes it possible to manage each customer relationship through specific, personalised, action plans that will improve relationship strength and dramatically grow revenue.

Specifically, we identify:

- customers who are at risk of defection
- customers who are open to cross-selling / up-selling
- how each customer views their relationship with you
- and what you can do to improve that relationship



Relationship Climate™ enables companies to build sustainable competitive advantage through productive customer relationships, resulting in increased revenue growth, market share, and profitability. This is achieved by working with client service teams using the information harvested and formulated to build an integrated, customized approach to world class sales and client service management.

Why Relationship Climate™ Is Unique

Relationship Climate™ offers a unique and powerful approach to B2B customer management. At its core is a patented software application. This allows you to measure and assess your customer relationships, benchmark the resulting data and share the information with those who own the customer experience. Furthermore, it comes with full back-up ranging from effective sales advice to sales training programs that translate the data into profitable action.



The system is built upon Organizational Climate, which has been developed through extensive field research and refined through experience gained from working successfully with global clients. The purpose of this analysis was to enable a deep and actionable understanding of what drives customer loyalty.

The information gathered enables a management team to take **concrete and swift action** to sell more to a committed loyal client, or to intervene to prevent possible client defection and lost revenue.