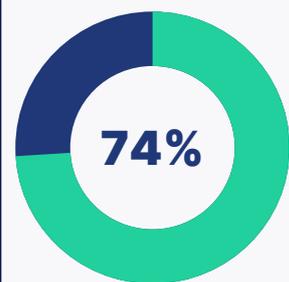


THE QBR DELUSION

What do buyers want to see in your QBRs?

Your buyers are looking to you for expert advice and direction, presented in the right format and context. 60% of buyers believe their suppliers are getting by on delivering just the bare minimum, and 98% feel suppliers should be doing more to prioritise and prepare for review meetings.



Poor communication = lost opportunities

74% of buyers state suppliers are missing out on key opportunities with their clients because they don't make the most of their review meetings / Quarterly Business Reviews.

What do buyers want AFTER their QBRs?

- A clear delivery plan for agreed outcomes
- All key actions & next steps
- The option to provide further feedback
- Follow-up opportunities with senior leadership
- An executive summary of the meeting
- A copy of all materials presented



Buyers renew suppliers who communicate

Almost every QBR stakeholder agreed they are more likely to renew with a suppliers who consistently feeds back on their value and innovation.

What do buyers want IN their QBRs?

- How previous feedback has been addressed
- Strategic planning for the remainder of the contract
- KPI/SLA trends over time & against current targets
- Operational performance data
- How the supplier has handled challenges raised

“QBRs are always a work in progress and something that needs constant improvement and evolution. But we can see how by focusing on the quality of our QBRs and implementing new tools, processes and behaviours to enhance the way we manage meetings, we're driving big improvements in NPS and stronger client relationships.”

Claire Fields, Director of Strategic Partnerships, OCS Group UK

There's a wide range of content types that are relevant to Quarterly Business Reviews but, above all else, buyers want to see evidence of their suppliers' value and innovation, alongside clear plans to deliver agreed actions and next steps.