

# The QBR frustrations in the B2B marketplace

Customers feel increasingly disillusioned with their B2B partners' business review and customer feedback processes:

97%

want better tracking of feedback, NPS & CSAT

88%

think your QBRs lack value & innovation

82%

have cancelled a contract due to poor QBRs & feedback processes

[🔗 The QBR Delusion research paper](#)

The frustration goes both ways. 70% of B2B enterprise senior leaders point to the QBR as the no.1 opportunity to prove value to their customers, and 80% believe that improving their current processes would increase both retention and account growth.

The frustrations with current processes are many, here are the top 3:

[🔗 The QBR Frustration research paper](#)

1

QBR meetings don't have the right stakeholders present from the customer side

2

Lack of visibility of action points, feedback and customer sentiment

3

There's not enough focus on innovation or demonstration of value

+43

B2B INDUSTRY AVERAGE NPS

Unlike one-off NPS used for marketing, these benchmarks reflect true sentiment from key stakeholders collected consistently and at scale. The result is a reliable, up-to-date view of how your industry is performing, giving you a clear CX target, and the opportunity to stand out.

[🔗 Net Promoter Score](#)

52%

B2B INDUSTRY AVG. CX MATURITY

Our CX Maturity assessment measures how mature your processes are for Business Reviews and customer feedback across your business. This is the average result among B2B companies prior to implementing Pulse. Do you want to see where your business sits?

[🔗 CX Maturity Assessment](#)



-Dan Eckett



- Simon Winkworth



- G2 Review

[Customer Stories](#)