The QBR frustrations in the B2B marketplace

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

want better tracking of feedback, NPS & **CSAT**

88%

think your QBRs lack value & innovation

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



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

Lack of visibility of action points. feedback and customer sentiment



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





"Sending regular Business Reviews through Clientshare ensures we keep our clients up to date. This helps us gather consistent feedback and NPS scores helping us act quickly, adding significant value."

-Dan Eckett



"Pulse has really helped our MDs to understand customer feedback from across a diverse range of accounts and get an overview of where we're really doing well and where we've got some challenges and how we help resolve those."

- Simon Winkworth

RICOH

"Clientshare helped us transition from a cumbersome feedback system filled with lengthy questionnaires and untimely responses - to a streamlined, efficient process. The tool's intuitive design simplifies everything, from sending reviews to analysing incoming scores and feedback."

- G2 Review

Customer Stories