

THE REFERRAL RATING

Retain and grow revenue with B2B relationship intelligence that turns insights into results

Relationships are the most powerful — and most underutilised — lever of business growth.



The Client
Relationship
Consultancy

45%

of agencies have seen growing complaint about their understanding of clients' business

57%

of feedback from top rating clients is about the relationship

Your client relationships need constant attention and strategic investment.

That's why we created **TRR** — a scalable mechanism for client feedback and strategic relationship management that lets you:

- ✓ Spot and prevent risks
- ✓ Leverage growth opportunities
- ✓ Know how likely you are to retain each client
- ✓ Assess operational efficiency across regions, accounts, and over time
- ✓ Build a culture of strategic client management

“I can't imagine how we ever managed to run our business without it.”

- Agency President, US agency



Simple process for powerful results

Two questions for eye-opening insights

A survey that takes less than 2 minutes to complete, is sent to a wide list of client contacts, and ensures 56% average response rate.

Powerful reporting with benchmarks and context

Detailed dashboards and executive reports with global benchmarks and contextual, account-level data — all in one place.

Web platform and mobile app for ease of use

Customer feedback and reports always at hand — on a web and mobile app underpinned by an ISO 27001 certified platform and designed to train best practice and nudge behaviour.

AI-powered behavioural analysis

Insights that blend AI and behavioural science so you can identify key messages and treat the root cause, not the symptoms, in each relationship.

Expert consulting and action plan

Set priorities, overcome barriers, and get proven frameworks for success — from a designated consultant with expertise in your industry and building high-value B2B relationships.

End-to-end managed process

From setting up the survey to analysing and reporting on results, we take care of every step of the process. So you get the insights — without the hassle.

Why it works

Typical client feedback surveys

- ✔ Take too much time to prepare and complete
- ✔ Fail to deliver business-critical visibility with only 6%-10% response rate
- ✔ Give you opinions on different topics but not understanding of what your clients care about most
- ✔ Provide quantitative metrics but leave you guessing what actions will drive the best results

The Referral Rating

- ✔ Takes 30 sec - 2 min to complete
- ✔ Provides real visibility with 56% average response rate and feedback from multiple functions and levels, from Ops to C-Suite
- ✔ Gives you a quantitative metric tied to the industry benchmark — TRR
- ✔ Reveals your clients' priorities and the experiences at the core of each rating
- ✔ Identifies relationship and operational challenges by individual, account, and market

“It’s a key KPI for us and an enabler of both, improving customer relationships and driving operational actions. TRR allows us to accelerate actions, ultimately improving the B2B customer experience. It’s a winning combination for actionable customer feedback in our diverse environment.”

– VP Global Sales, Drug Delivery Manufacturer

CRC — Outsiders with insider knowledge

The Client Relationship Consultancy (CRC) was created in 2004 to help business leaders leverage the full potential of their client relationships, so they’re no longer putting out fires or finding themselves blindsided by revenue loss.

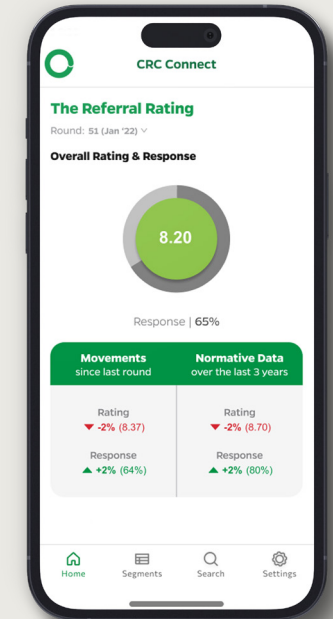
Our consultants are industry experts. They understand the real world challenges of the business — and have the expertise to overcome them.

Today, we work with many of the biggest brands across the globe.

20 years
of global benchmarking data

1200+
customer offices in 90+ countries

100+
consultants, data scientists, and software engineers



Ready to turn customer feedback into revenue?

Book a call:
hello@clientrelationship.com