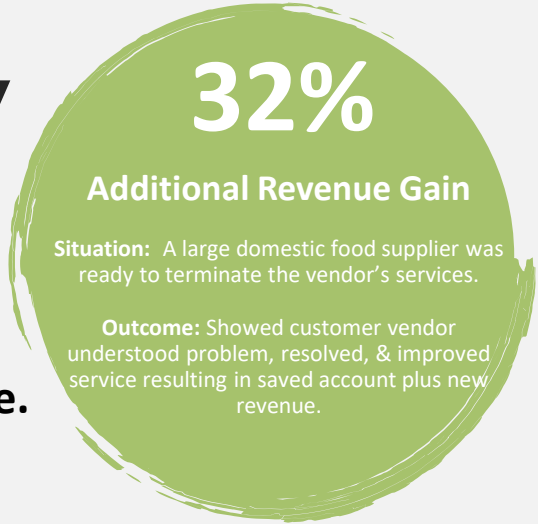


# Churn Avoided & Revenue Gained Through Transparency

Client Engagement Outcomes for a Domestic Food Services Provider



## Problem.

The vendor was trying to grow more business, but the client was ready to walk.

The vendor had secured a significant set of managed services with their client, but as the delivery progressed the services missed their client's expectations, and a series of miscommunications and subsequent misses further strained the relationship.



## Solution.

**The vendor solicited and introduced the client engagement program**, and the client engagement executive (CEE) restructured the on-the-ground working relationship between project management, delivery, and affected client stakeholders. A rigorous continuous improvement program was instituted with agreement from all parties, in which transparent reporting on issues, corrections, and progress were shared consistently.

The client engagement executive worked directly with the vendor's sales and client's leadership to identify business success outcomes and KPIs to ensure the vendor's focus was value targeted and results were objectively measured and reported.

The interactive relationship, focused on doing right for the client, brought improved performance from the vendor, and regained the client's trust.



## Outcome.

The vendor's execution and communications significantly improved, the client was retained, and business with the vendor grew.

Both teams had a sustainable working framework from which to identify directional priorities, align on expectations, measure, and deliver services which brought value to the client.

The vendor was positioned as a partner and account health was restored, resulting in additional revenue gains.