

## Maximise your client and partner relationships

In a converging marketplace, with many new players entering the entertainment supply chain and providing new solutions, how can you ensure your client and partner relationships are secure?

Here at Futuresource Consulting we can help you understand the strength of your existing relationships, how the needs of your customers and partners are likely to change in the future and which of your rivals they may be considering doing business with.

Our structured customer and partner satisfaction (CAPS) programme has been developed and refined over ten years, helping companies deliver effective B2B customer service and strategic relationships by focusing efficiency on the areas that really make a difference.

Our methodologies get behind the numbers, with in-depth telephone interviews forming the backbone of our research, allowing us to tell you exactly what is driving your ratings. Taking a holistic approach, our CAPS programme explores the whole range of relationships that you have with your clients and partners, with a cross-section of decision-makers and gatekeepers interviewed.

Giving your customers a voice in determining the decisions you take today and the activities you focus on tomorrow is critical to your business future, as is ensuring you receive balanced customer input which can be used to drive long-term decision-making.

- How strong are your current relationships?
- What are the needs of your clients and how are they changing?
- Who are your future competitors and what is the magnitude of the threat?

### We work with you in a simple but effective six-stage process:

- Identify the people whose feedback you need
- Agree the topic areas to be covered - including those that will clarify specific issues you are currently debating
- Develop a detailed questionnaire including ratings (benchmarking) and open ended inputs
- Execute the interviews - in whatever languages are needed
- Analyse the results
- Deliver the key findings, implications and recommendations

## Turn your customers and partners into your strongest allies

Get in touch

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