

# USING ALIGNMENT DATA TO OPTIMIZE CUSTOMER RELATIONSHIPS



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## Replacing proxy, indirect measures of alignment to accurately pinpoint action.

Supplier-side relationship managers want to 'be aligned' with their customers, but have only had indirect methods to assess alignment. Voice of the Customer, Satisfaction Surveys, and Contract Performance Scorecards are valuable but incomplete measures of a B2B customer/supplier relationship. They measure satisfaction and performance – which is different to alignment.

Organizations are using AO to explicitly quantify alignment and surface the conversations that their traditional meetings fail to reveal.

In one case, a mid-size manufacturing company used AO to provide the data for their semi-annual business review, with a large, growing customer relationship. Once their alignment was acknowledged, two key statements in their misalignment lead to a conversation the supplier's account manager felt 'I would have never imagined being able to have if it wasn't there on the screen', and lead in the same meeting to a conversation between a customer executive and her sourcing manager that 'adjusted the sourcing manager's understanding of what was deemed success for the supplier.'

The supplier is now enjoying increased opportunities to grow their Share of Wallet at the customer.

## CONSULTANT SERVICES:

**Consultative:** Creating a pathway in achieving your results with your business members input and employee observations of what is key for the benefit of your clients.

**Advisory:** Bringing diverse perspectives from unrelated industry operations and processes in seeking new opportunities in efficiencies.

**Collaborative:** Alignment optimizations delivers on a full spectrum of progressively engaging and impacting methodologies that deliver the results you and your clients expect.

## KEYNOTE SPEAKER/WORKSHOPS

## TRAINING & FACILITATION

## COACHING & MENTORING

STAY CONNECTED



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Aligning Performance Improvement w/Corporate Strategy