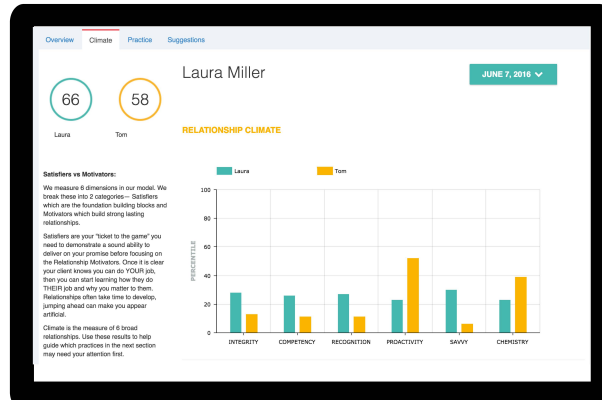# The Value of Trusted Advisors

The Value of Trusted Advisors

At Encompass-CX, we've built our Customer Experience Management application on quantifying the value of creating Trusted Advisor relationships within your business.

Across numerous industries we've proven Trusted Advisor relationships are measurable and tie directly to your revenue by:

- Increasing revenue
- Improving retention
- Boosting profit margins
- Lowering cost of sale

Trusted Advisors Always Beat Transactional Relationships

6 years after we assessed a financial service company's clients, they discovered over 50% of their Trusted Advisor relationships were regularly buying from them. While on the flip side, only 13% of their clients who felt the relationship Transactional remained.

Trusted Advisors Impact Your Share of Wallet

Similarly, a technology client uncovered a major disparity with their Trusted Advisor and Transactional relationships:

- Trusted Advisor relationships gave 50% share of wallet
- Transactional relationships only gave 14% share of wallet

So, if the majority of your clients consider your relationship Transactional and your annual revenue is $140 million, with a 14% wallet share, **you're missing out on $860 million in annual revenue!**

Client Retention Rates

An industry-leading insurance company saw their client retention rate jump from 86% to 94%. With an annual turnover of $7 billion dollars, the 8% increase in their Trusted Advisor relationships meant **for every $700 million dollars' worth of income that previously had to be replaced by new business stayed**.

The Trusted Advisor Opportunity

Encompass-CX offers a customer experience management application with a proven track record of helping Fortune 500 businesses collect, measure and distribute customer-feedback data and increase revenue, improve retention, and identify cross-sell and upsell opportunities.

Our patented technology identifies key engagement dimensions impacting your customers and creates actionable solutions opportunities.

So, Are You a Trusted Advisor?

ENCOMPASS-CX
formerly salesEQUITY

Understanding the Value of Our Relationship Assessments

High Relationship Climates Predict Loyalty and More

Most of our customers initially believe they understand their client's perception of them and, more importantly, they have the tools to assess their relationships.

Our assessments and solutions prove strong relationship climates are a predictor of loyalty and have a high impact on your revenue streams.

High Relationship Climate = Greater Revenue

80%
Of Clients Have Gap Issues

Initially, 80% of our clients don't know they are over or under-estimating their relationships. Our assessments help them identify that gap in perception.

50%
Of Satisfied Clients Churn

Typically, 50% of our customers churn is from clients they assessed as "Satisfied." Our platform finds at-risk relationships and offers immediate solutions.

144%
More Revenue from Existing Clients

Our customers experience 144% spike in revenue from existing clients that have high relationship climates.
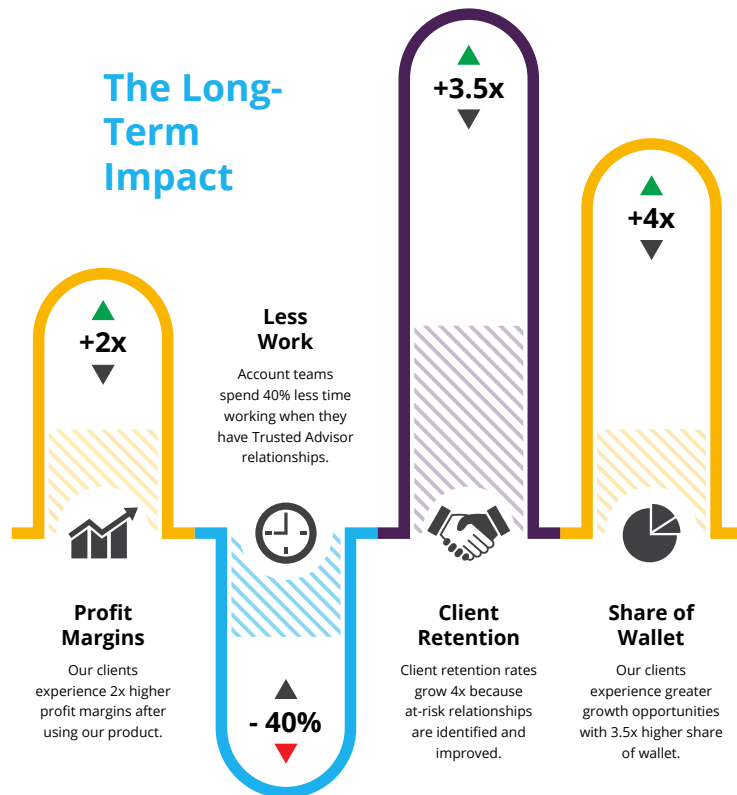
How Our Solutions Will Impact Your Business

Our platform offers instant solutions that improve and create growth for every relationship, based on the behavior that impacts them.

Fact:

Relationship climates not only measure loyalty but also break down the 6 relationship dimensions that motivate your clients to buy more.

The Long-Term Impact

+2x

Profit Margins

Our clients experience 2x higher profit margins after using our product.

Less Work

Account teams spend 40% less time working when they have Trusted Advisor relationships.

- 40%

+3.5x

Client Retention

Client retention rates grow 4x because at-risk relationships are identified and improved.

+4x

Share of Wallet

Our clients experience greater growth opportunities with 3.5x higher share of wallet.

About Encompass-CX

We offer a scalable software solution that collects, measures and distributes customer data and provides clarity into all aspects of a company's accounts, products and service teams making it easier for businesses to gain real-time visibility into revenue, renewals and retention.

Learn More

Our easy-to-use application features highly-customizable modules that turns customer-feedback data into greater sales revenues and boosts customer loyalty through retention.

Tell Me More