



Quality of Customers™

Customer Due Diligence
to Evaluate the Strength & Security
of Customer Relationships

strategex.com





Get Critical Information about Your Target Acquisitions

The strength of customer relationships are key in uncovering the value of the target. Those relationships hold particular insights that can greatly benefit your transaction pre- and post-close. Customer due diligence gives you in-depth knowledge on company perception and quality of its partnerships. By learning the quality of customer relationships, you understand the likely growth potential of your target.



Strategex Quality of Customers (QofC™) Survey Process

Customer due diligence is an impactful component of reviewing a target acquisition. Because of our experience, we can deftly and quickly get to the core of your target's customer relationship. **There are five proven steps to find the quality of your target's QofC™:**



Identify Customers to Target

Focus on top customers and key decision makers that have the greatest impact on valuation and future growth. These customers represent the primary drivers of revenue and profit.



Conduct Individual Interviews

Interviews are scheduled and conducted by Strategex. There is no mention of a pending acquisition during the interview. The discussion is positioned as a customer satisfaction survey only.



Data Analysis Report

Strategex gathers all of the insights and produces a report that includes a summary of findings, identifying accounts that are at risk, growth projections by account, prioritized recommendations and follow-up actions.



Management Presentation

We present the findings to your team which include both a revenue outlook for the company and a comparative benchmark to key competitors in the industry.



Due Diligence Insights

Our team will work with you to prioritize your next steps and develop a plan to grow the company based on our findings. The sooner you know how customers feel about your business, the faster you can pinpoint the key issues to make a change across the organization.



Why Invest in QofC™?

Focus on Customer Relationships

Customer relationships drive revenue and comprise a majority of company value. Often customer due diligence is overlooked or marginalized in the M&A process. By learning from the customers, you gain a strategic edge to quickly grow your target post-close.

Finding the quality of customer relationships is an indicator of the strengths and weaknesses of your acquisitions:

Uncover How to Grow a New Acquisition

Customer insights provide a roadmap to better capitalize on a business's growth potential. Understand how top customers feel, their security, and their future buying intentions. The sooner you know this information, the faster you can pinpoint the key issues to address post-close.

Deal Insurance and Validation

Uncover any risk of losing a top customer before you close the deal. This research verifies and validates revenue projections by examining top accounts – those with growth potential and those approaching defection or decline.

Reduce Risk of Customer Concentration

Mitigate risk associated with customer concentration. By learning key information in advance, you can avoid revenue declines at key accounts that could impact earnings and deal valuation.

Benefits of Third-Party Customer Due Diligence

The majority of due diligence is conducted by specialists, but customer relationship due diligence, is often conducted in-house. An internal team or individual can check the box and complete the process, but the results are likely to be general.

A professional third party who specializes in customer due diligence can provide a more thoughtful and investigative approach yielding actionable information about your target. The results are quick, too. Typical project duration is 3-4 weeks from initial planning to presentation of QofC™ results.

Three ways Strategex gets better results:

1. Unfiltered feedback.

Customers will be honest speaking to a third party trained to ask thoughtful, probing questions. If issues exist, they'll be uncovered during the conversation.

2. Focus on the outcome – not the process.

Exert your energy digesting the results. We handle the process so you can focus on the implications and your next steps.

3. Speed is key.

Conducting interviews can be time consuming (writing questionnaires, gathering contact information, scheduling and conducting interviews, reporting and evaluating findings). Strategex is fast. We begin reporting results during the second week of the project.

“Strategex has the process nailed. They are the experts at what they do today. The results you get are very high quality. Strategex’s ability to adapt to distinct needs is very, very good, especially with such a honed process.”

– E.V.P. Sales and Marketing, Fortune 100 Technology Company

Strategex Knows Customer Relationships

Founded in 1993, Strategex has over 20 years of experience conducting customer surveys:

- Headquartered in Chicago with a European office in Brussels
- Exclusively focused on B2B customers
- 500+ client studies in 50+ industries
- All research work is done in-house with senior researchers
- Interviewers average 10 years of affiliated experience
- 20,000+ customer interviews in 72+ countries
- Fluency in 12 languages

Our senior management team all have over 20 years of experience in industry and consulting roles. This experience drives Strategex to go beyond a typical research firm. Every project is different for us. We customize every study with questions specific to your company and industry. We can also provide post-project consulting support to ensure that the maximum benefits are derived from the survey.

75%
OF OUR REVENUE

is from repeat clients,
and every client is
available as a reference.



Ready to gauge your target’s quality of customer relationships?



Contact Us

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