Vitally

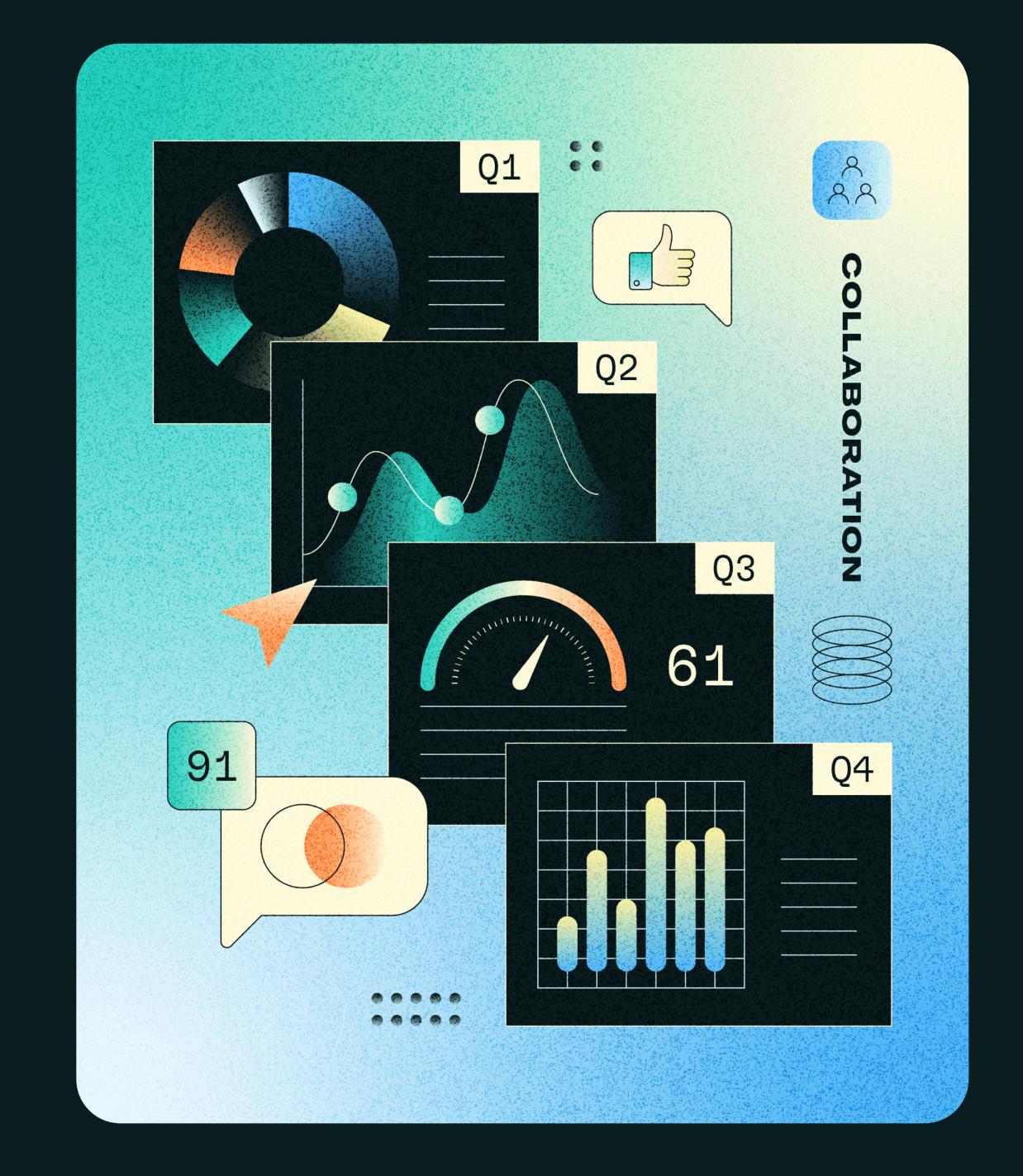# 6 Rules for Highly Successful Business Reviews

Getting customers to schedule a QBR or EBR can sometimes feel like a never ending chase.

Here are 6 rules so you can maximize the impact of QBRs and EBRs to make them more productive, collaborative, and valuable for customers (and make them want to attend!).

Do your research beforehand

Don't rely on just the information available in front of you (i.e., inside your CS platform). Before your business review, take some time to look at your customer's LinkedIn page or do a quick Google search.

See if there have been any changes to your customer's business, such as a new product announcement, an acquisition event, or a new investment round. These insights can help influence the story you tell and uncover potential expansion opportunities down the line.

What to do:

Set up Google Alerts for your customers so that you can stay on top of the latest news and quickly search your inbox for previous alerts.

Avoid information overload

Successful business reviews are more of a two-way conversation rather than an overload of information at once. Provide customers with occasional updates that allow them to see where they are with your solution and where they're going.

When you get to the actual business review, it'll be consistent with the information they've already seen. You can then tailor the review to be more strategic in nature.

What to do:

Build a personal relationship with your customer beyond product usage. Use a Customer Success Productivity platform (such as Vitally) to set Tasks for yourself to do a quarterly check-in with your contact. Note down their interests, hobbies, and goals to reference in future conversations.

Focus on goals instead of vanity metrics

While there's a plethora of metrics that may make your solution look good, don't lose sight of what's important to your customer.

Cover their key results and goals on the first few slides you present. It's important to find out what your customer is actually achieving from using your product.

For example, you might have a metric that tracks the number of users logging into your platform. But where is the real value? Are they simply logging in because they have to, or are they actually getting value from using your product?

What to do:

Ask open-ended questions to dig deeper into your customer's goals.

- What are your key objectives you're working towards?
- What's preventing you from achieving your objectives?
- How are you using this feature? How is another team member using this feature?
- What activities make up most of your time?
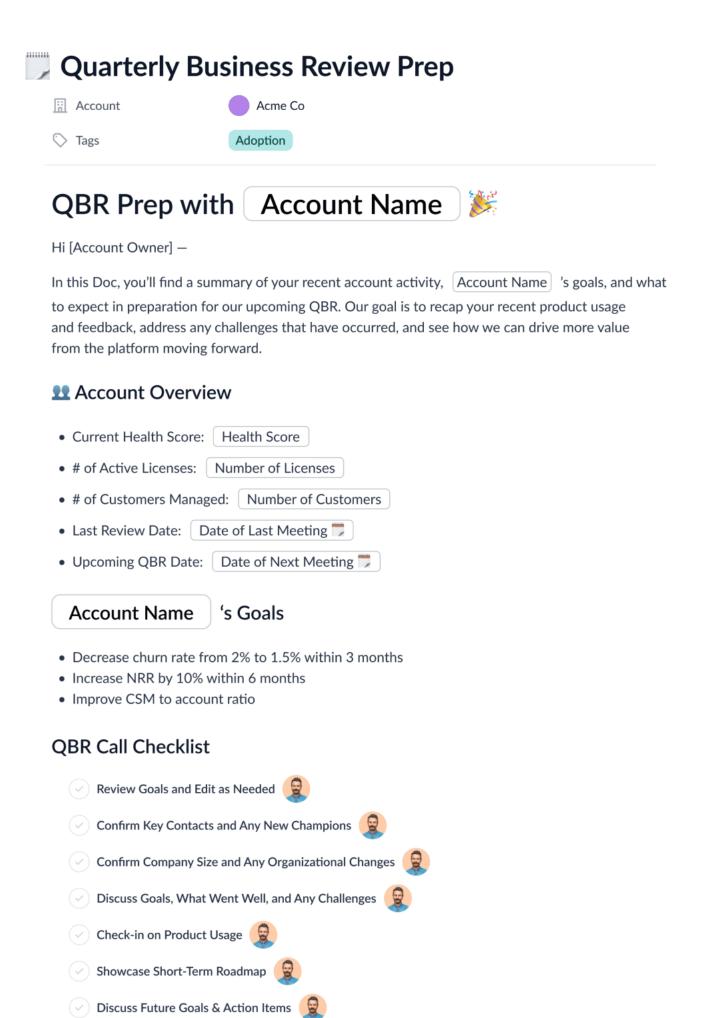- What does the ideal state look like for your team?

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Create a deck with the essentials

Present your business review in a format that can be shared without a talk track. Not everyone has the time to attend a quarterly business review, so you'll want to make sure that your presentation gets the point across without the need for additional context.

Your champion may also want to share your deck with other stakeholders, so it's important to make the information comprehensive yet concise.

What to do:

Use a collaborative Doc to prepare for QBRs with your customers. Here, you can confirm the metrics that are important to them and engage back and forth on things to include in your final presentation.

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📓 **Quarterly Business Review Prep**

🏢 Account   🟣 Acme Co

🏷 Tags   Adoption

QBR Prep with [Account Name] 🎉

Hi [Account Owner] —

In this Doc, you'll find a summary of your recent account activity, [Account Name] 's goals, and what to expect in preparation for our upcoming QBR. Our goal is to recap your recent product usage and feedback, address any challenges that have occurred, and see how we can drive more value from the platform moving forward.

👥 Account Overview

- Current Health Score: [Health Score]
- # of Active Licenses: [Number of Licenses]
- # of Customers Managed: [Number of Customers]
- Last Review Date: [Date of Last Meeting 📅]
- Upcoming QBR Date: [Date of Next Meeting 📅]

[Account Name] 's Goals

- Decrease churn rate from 2% to 1.5% within 3 months
- Increase NRR by 10% within 6 months
- Improve CSM to account ratio

QBR Call Checklist

- ☑ Review Goals and Edit as Needed
- ☑ Confirm Key Contacts and Any New Champions
- ☑ Confirm Company Size and Any Organizational Changes
- ☑ Discuss Goals, What Went Well, and Any Challenges
- ☑ Check-in on Product Usage
- ☑ Showcase Short-Term Roadmap
- ☑ Discuss Future Goals & Action Items

🏢 Executive Business Review

EBR Deck [Insert G-Drive Link]

Key Takeaways

- Describe item #1
- Describe item #2
- Describe item #3

Customer Business Updates

[Provide an update to the customer business, anything that has been shared by the customer as their business goes.]

Duco Business & Product Updates

[Describe what has been presented as Duco's business update and product evolution uodate.]

Actions Agreed on in the Meeting

- ⊘ Enter task 1
- ⊘ Enter task 2
- ⊘ Enter task 3

Account Summary

How do you feel about the account?

- CSM Sentiment   CSM Pulse | Vitally
- Health Score   Health Score | Vitally
- Monthly Active Users   MAU | Redshift
- Monthly Active Processes   MAP | Redshift

Leave time to review business changes and new goals

Your business review should not only be about the past, but also look forward to the future. Take this opportunity to reflect on past results and more importantly, reassess your customer's goals to ensure a successful future with your product. This step is especially important if there's a new stakeholder coming on board.

What to do:

Use standardized templates for your customer notes so you can capture business updates and new goals at scale. Take a look at this **Executive Business Review Note Template** by Joe Peters, the Global Head of Customer Success at Duco, for inspiration.

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Put it on the calendar

A great way to secure the next business review is to schedule it while you're on the current one. You'll save time down the line, and customers will already have a sense of what is coming up.

What to do:

If you're unable to schedule the next business review on the spot, you can build an automated Playbook that does it for you when the time comes. **Here's an email template** that Christine Francois, the Senior Customer Success Manager at FollowupCRM, uses to schedule QBRs.

Bonus tip:

Make a note of any topics discussed where you feel there are knowledge gaps with end users. You can then use this information to organize follow-up workshops or product education sessions to help with adoption.

Visit us today at **vitally.io**

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Interested in boosting your collaboration and creating better business reviews?

Schedule a demo today to learn more.

Schedule a Demo