



# How do you find out about the state of your client-agency relationship?

**3,2** years

The industry average for the length of a client-agency relationship

The relationships between marketing agencies and their client's are in trouble under the constant cost cutting pressure over the last years and only producing average outputs and results. According to a study by Ascend2, investigating those relationship in detail, the main reasons for their failure are lack of **bringing innovative solutions** to the table, not able to deliver given metrics and proving the value of the own work and also **in-efficiency** in the day 2 day collaboration. More shocking than this results is the point when most agencies find out about the threats, which is at a late stage when the relationship is almost over and the client is about to end business.

relationships

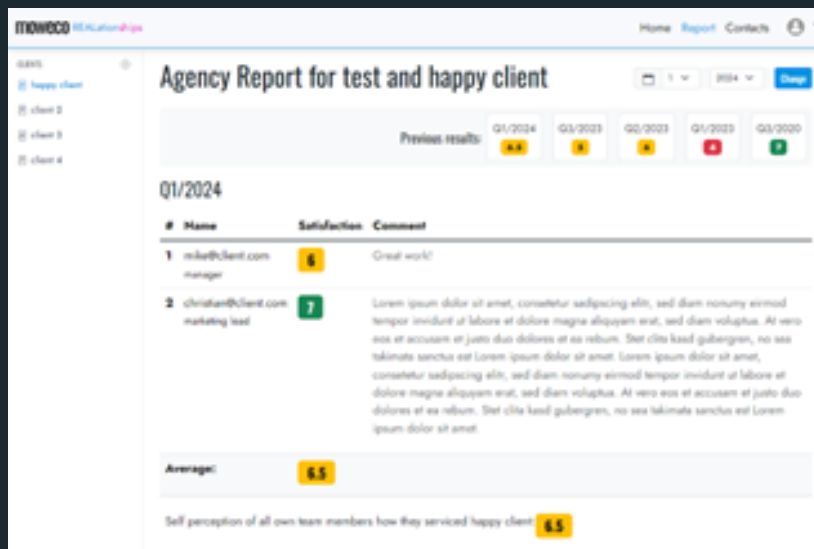
**relationships** from moweco is a simple and yet powerful tool to evaluate the health of a client – service provider relationship in a set of recurring surveys. Surveys can give adequate insights but should not be over-complicated and too long. Furthermore a relationship is a **2-wayed transaction** and therefore has to be investigated from both sides at least.

Our web-based app provides simple access to all your data in handy reports and lets you easy manage your admin tasks, like handle your contact database and monitor the progress of the current voting period. The received **feedback** is just the base for your optimization which you can **track** through **action items** over time.

**relationships** is a feedback questionnaire system with a **4 time per year process** that helps your organization to track the health of your relationship. Other than a super long survey or just a simple net promoter score we developed a simply but yet powerful data framework to track both sides of the relationship and also give room for self-reflection. Therefore we give you a **unique 360° view** on the topic.

With just 2 questions (1-10 scale) we can generate the data that we can compare the satisfaction from both party perspective and can also assess the gap between those two perspectives.

## From data to positive relationship management



### Additional support needed?

Besides the provision of the REALationships tool, we also offer training on the tool and the voting system with its KPIs.

Furthermore we offer our expertise support when running into serious problems with your counterpart. We offer **advisory and conflict resolution** and mediation with both parties when tensions are getting rough.

## Simple

- Simple questionnaire with just 2 questions (30sec to fill)
- Clear process with 4 rounds of feedback per year

## Impactful

- Insightful analysis based on 4 data points and the 2 perspectives
- Regular insights and the management of Action Items ensure proper steering of the relationship

## Convenient

- Data at your hands with the web based application (mobile + web)
- Fully automated process of data gathering and insight generation