

# Retaining key clients

Nustream, a leading supplier of Document & IT Services

“Client Share was instrumental in retention of one of our largest clients, a major high street retailer. We needed to build a deep, wide and effective community across the client; Client Share helped us not only build a community but to demonstrate our value to great effect”

Steve Shannon  
Managing Director Nustream



## The Challenge

- Nustream needed to retain a key retail contract that was approaching RFP.
- Nustream had delivered excellent service and hit all SLAs over the contract life but we're concerned that the relationship wasn't strong enough and felt that the added value and innovation they had brought had not been recognised.

## The Solution

- Client Share deployed for the Client relationship.
- Use of value add feature to demonstrate a range of value add services.
- Use of review feature to ensure MI was being reviewed and used properly by the client.

## The Results

- 3x growth in client contact base
- Improvement in NPS
- Retention for £3m+ contract
- Reduced sales expenditure on travel.
- Continued use of Client Share for ongoing client management.
- Positive client feedback.