



Case study

Evolving with the client and with the industry

The case

The scope of a client's needs often evolves over time. Aprais have been working with one client for almost 20 years; some of its early relationships have been evaluated more than 30 times.

The scope, both in terms of geography and agency type, has widened significantly over that time. However, the objective of working with Aprais remains the same – to build and develop strong agency relationships to facilitate healthy growth for both parties.

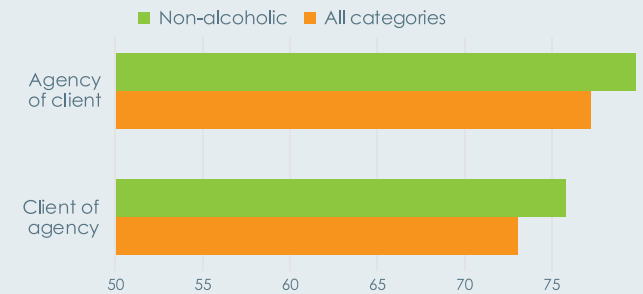
Continuous evaluation with constructive mutual feedback reaps rewards. The performances of both our client and their agencies have improved consistently and, despite all the issues of operating during a pandemic, their 2020 scores were the best ever.

Non-alcoholic drinks category comparison

Generally, agencies tend to score their marketer clients higher than marketers score their agencies.

With this in mind, comparing client–agency relationships in the non-alcoholic drinks category with 23,000 evaluations in the Aprais database reveals:

- Clients in this category rate their agencies 3 points above the Aprais 'all-categories' benchmark.
- Agencies also rate their clients in this category 3 points above the same benchmark.



About Aprais

At Aprais we help companies doing business with each other, improve their business relationships. We are the world leader in team performance evaluations.

Over the past 20 years, we have measured, monitored and improved client–agency and client–supplier relationships for many of the world's leading companies. By benchmarking results from more than 23,000 evaluations, we identify problems that limit client–agency value. Once identified, we help change team behaviour through training and workshops to unlock business potential.