

CUSTOMER CONFIDENCE

SCORECARD

Watch customer confidence the way you currently watch your dashboards. This scorecard tracks confidence across your whole book of business, separately from SLA status — so the two questions never get to vote on each other.

“Is this the behavior of a customer whose confidence is rising, or the behavior of a customer quietly spending it?”

How to score each account

- Score SLA status and confidence trend independently. If you can't answer the confidence question without checking the SLA report first, that's the gap this scorecard exists to catch.
- Confidence trend is Rising, Flat, or Spending — based on behavior in the last 90 days, not on gut feel or the account owner's optimism.
- Use real signals, not impressions: who the customer's executives call first, where side conversations happen, who inside your organization gets bypassed, which of your reports get read versus politely ignored.

Cooling signals: fewer questions, more workarounds, conversations drifting to people and places you don't control. Warming signals: more direct engagement, more of their people in the room, more questions about what comes next.

Scorecard – your book of business

Account	SLA status	Confidence trend	Key behavior observed (last 90 days)	Owner	Action / escalation

Read the whole book of business

- SLA green + confidence Spending — this is the account that looks fine and isn't. It's costing you more than any red-SLA account on this page.
- SLA red + confidence Rising — an operational problem the relationship is surviving. Fix it, but don't panic about the relationship.
- Confidence Spending, regardless of SLA color — this is your real risk exposure this quarter. Count these accounts. That number matters more than your CSAT average.

This quarter's escalations

Every account marked Spending goes here. "Wait until after renewal" is not an option on this list.

Account

What's driving the Spending trend

The one move this week to start rebuilding confidence

Owner

Want help mapping confidence across your full book of business? Book an Outcome Execution Gap Session.

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