Measurement	Predictiveness	Pros	Cons	Business impact
Revenue	Very low (Lagging)	Easy to access from accounts	Identified only after loss	Tells you what happened last year
CSAT	Low	Identifies tactical project friction	Gives false comfort	Measures a moment but not commitment
NPS	Moderate	Standardised and easy to benchmark	Can hide budget holders	Gauges sentiment but can mask risk
Share of wallet	High	Shows your true competitive position	Difficult to get data without transparency	Identifies your rank in the market
Stakeholder breadth	Strong	Better early warning of account stability	Requires manual mapping and discipline	Indicates relationship resilience and growth
Mixed range of measures as created by companies like Symbioss	Strongest	Best for when you need a rethink of how client relationships are managed most effectively and efficiently	Needs commitment and time	Highlights risk and opportunity with key clients