QUARTERLY BUSINESS REVIEW — Q2 2026

Meadows Group

Finance · Enterprise Tier · APAC

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Technical Success Manager

Pawsome Provisions (Simulated Account) — Portfolio Sample QBR, built on real generated dataset from the Pawsome ARR analytics project

Account Snapshot

One of our largest APAC accounts — and currently one of our lowest scoring.

$267,550	$22,296	41.2 / 100	Jun 2027
Annual Recurring Revenue (Top 5% of book)	Monthly Recurring Revenue	Health Score — Low Band	Renewal Date (12 months out)

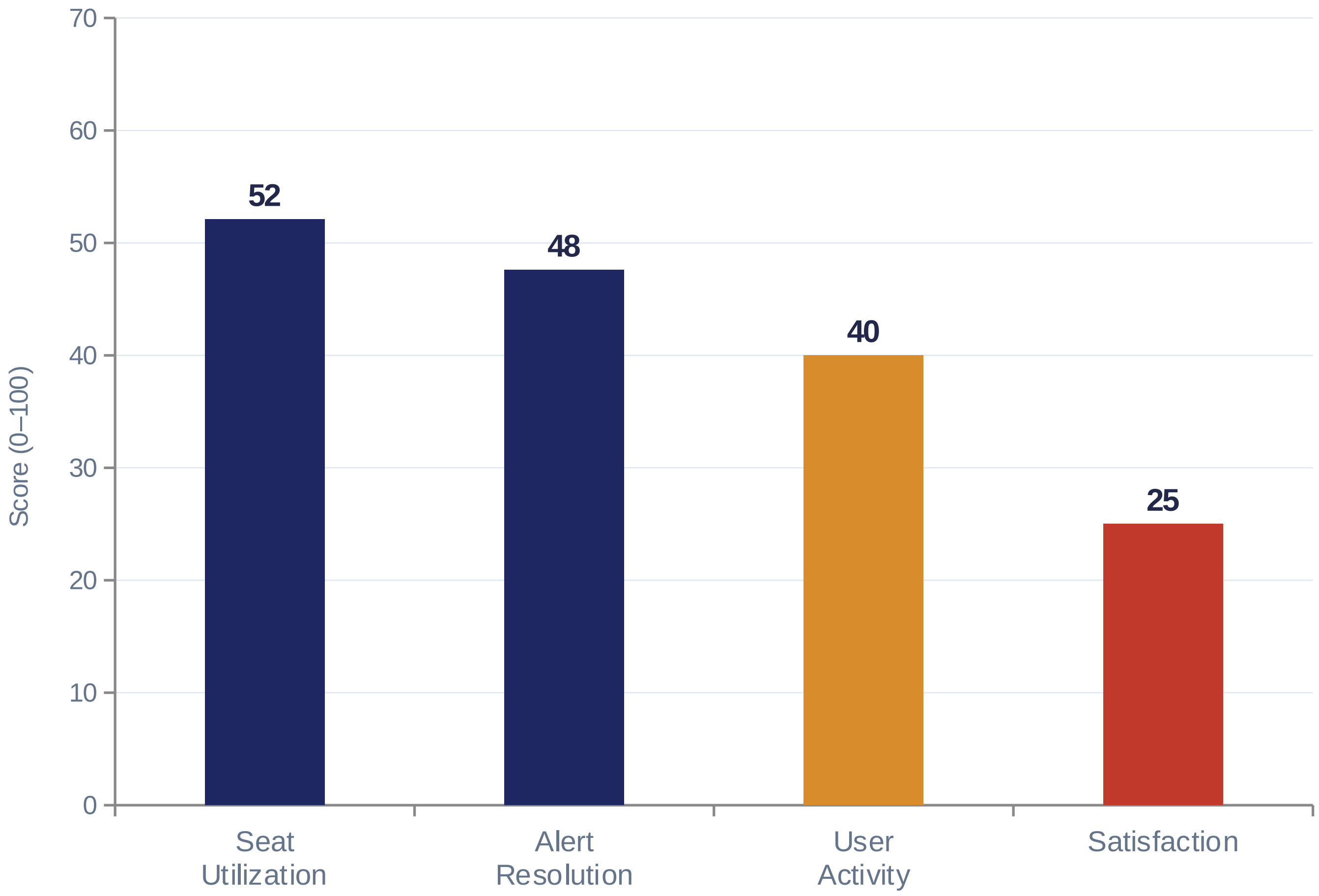
INDUSTRY	TIER	CSM REGION	RELATIONSHIP START	CONTRACT TERM
Finance	**Enterprise**	**APAC**	**June 16, 2025**	**24 months (Year 1 of 2)**

Why this account is on the agenda

Meadows Group ranks in the top 5% of our book by ARR, but its health score sits in the bottom 2% of all active accounts — 18 points below the company average. This review unpacks why the score is where it is, what's actually working underneath it, and the plan to close the gap before renewal.

Health Score Breakdown

Four equally-weighted signals roll up into a single composite score.



COMPOSITE HEALTH SCORE

41.2

Low Band · Bottom 2nd percentile

HOW MEADOWS COMPARES

Active book average	**59.3**
Enterprise tier average	**58.5**
APAC region average	**60.0**

Meadows trails every peer benchmark by roughly 18 points.

The Story Behind the Score

A single number hides two very different trends.

WHAT'S WORKING

- Engagement has grown steadily since onboarding — nearly 19x from month one to peak.
- Usage spans multiple features — scans, alert reviews, report exports — not just logins.
- When tickets do get worked, resolution speed is genuinely fast.

WHAT'S NOT

- Satisfaction is the steepest drag on the score — driven by billing and onboarding friction.
- Security alerts are piling up faster than they're being acknowledged, including two high-severity alerts.
- Less than half of purchased seats are actually in use.

The product is sticking. The relationship experience around it is not.

Usage & Adoption Trend

Monthly product engagement since contract start (June 2025–May 2026).

19x

growth in monthly engagement since onboarding

EVENT MIX (LAST 13 MONTHS)

Logins	**39%**
Security Scans	**25%**
Alerts Viewed	**20%**
Reports Exported	**10%**
Settings Changed	**5%**

Support Experience

Five tickets in the last 12 months — speed isn't the problem.

Category	Priority	Opened	Resolved	CSAT
Technical	Low	Jul 12, 2025	**Open — 11 months**	—
Billing	Medium	Oct 5, 2025	Oct 13, 2025 (8 days)	1 / 5
Billing	Low	Jan 22, 2026	Jan 22, 2026 (same day)	2 / 5
Onboarding	High	Mar 30, 2026	Mar 31, 2026 (1 day)	1 / 5
Onboarding	Low	Apr 25, 2026	Apr 28, 2026 (3 days)	1 / 5

What this means

Three of four closed tickets were resolved within days — one the same day it was opened — yet satisfaction stayed at 1–2 out of 5. The issue isn't response time, it's resolution quality. Separately, one technical ticket has sat open for nearly a year and needs immediate attention.

Security & Alert Operations

21 alerts triggered in the trailing 12 months.

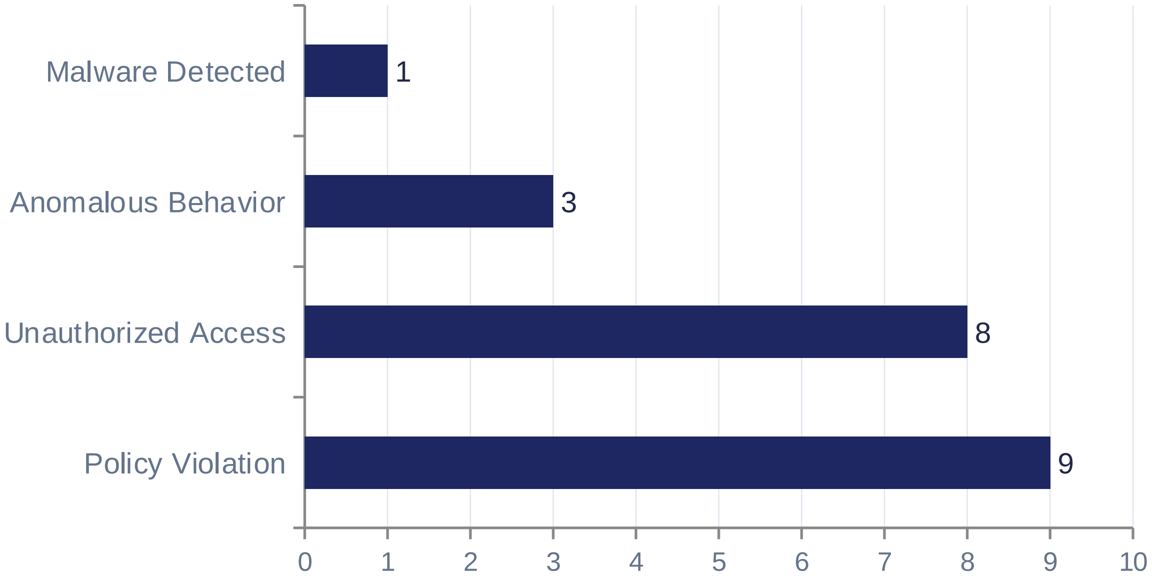
21
Total Alerts

0 / 6
Critical / High Severity

47.6%
Resolution Rate

5
Unacknowledged

ALERT TYPE BREAKDOWN



HIGHEST-PRIORITY GAP

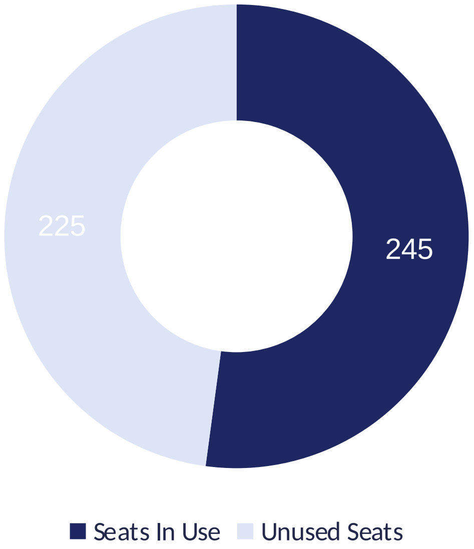
Two high-severity alerts — flagged December 19, 2025 and February 1, 2026 — remain unacknowledged months later.

For a Finance-sector client, an aging unacknowledged security alert is a compliance exposure as much as a satisfaction one. This is the single fastest lever to pull this quarter.

License Utilization

Two different lenses on adoption: purchased capacity, and named user activity.

SEAT UTILIZATION



245 of 470 seats in use (52%)

NAMED PLATFORM USERS

4 Active	**4** Inactive	**2** Never Logged In

of 10 tracked named users · Roles: 4 Viewer, 4 Analyst, 2 Admin

Reading this correctly

Significant license headroom exists — but right now it reads as underutilization risk, not expansion opportunity. Driving adoption among the seats and users already provisioned comes before any conversation about adding more. The onboarding refresh in the action plan targets exactly this gap.

90-Day Action Plan

Sequenced to fix the operational gaps first, then rebuild trust and adoption.

WEEK 1	Close the 11-month-old technical ticket. Triage all 5 unacknowledged alerts; escalate the 2 high-severity ones immediately.
WEEKS 2–3	Run a guided onboarding refresh for the 2 never-logged-in and 4 inactive named users.
DAY 30	Joint review of the billing process with the account's finance contact. CSAT pulse check after every ticket resolved from here forward.
DAY 60	Alert SLA agreement signed — target 90%+ acknowledgment within 48 hours.
DAY 90	Health score re-check. Target: move from Low (41) to Medium band (55+) ahead of the renewal conversation.

Renewal Outlook & Next Steps

12 months of runway to the June 2027 renewal — enough time to change this account's trajectory, not enough to be complacent about it.

- Bi-weekly check-ins through Q3 2026, focused on alert backlog and ticket follow-through
- Executive sponsor introduction on the Meadows Group side to reinforce the relationship beyond day-to-day support contacts
- 90-day health score re-score, reviewed jointly before any expansion or renewal conversation begins

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Thank you — questions welcome.