# The TrustBridge: Customer Due Diligence

Resolve the due diligence questions and security questionnaires that delay or block customer approval

- Coordinating answers,
- Tracing evidence
- Defining internal decisions

To help you win and retain business faster.



OVERVIEW

# The Business Problem & Our Response



## The Problem

- Customers require assurance of appropriate cyber security and data protection before approving a supplier.
- Missing evidence, inconsistent answers and unclear ownership delay purchase decisions
- Resource is diverted from sales and leadership and higher value work.

## The Service

The TrustBridge:

- coordinates the customer due diligence response across all departments.
- clarifies approval requirements
- review answers
- connects evidence to question responses
- track gaps

(you retain authority over your commitments and disclosure approvals)

## The Outcomes

- Resolve conditions affecting new customer approval, contract renewals and expansion.
- Reduce repeated staff effort
- Respond faster with consistent answers
- Build a maintained evidence base that reduces preparation work on subsequent deals.

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⚠ CRITICAL INSIGHT

# Risks of Inadequate Due Diligence Responses

Weak responses put the opportunity, the cost of responding and the credibility of the company's commitments at risk.

- **Lost or delayed deals** arise from incomplete answers or missing evidence.
- **Reduced customer confidence** follows vague, inconsistent or contradictory responses.
- **Commitments the company cannot meet** emerge when overstated answers create contractual obligations that actual controls cannot support.
- **Wasted staff and management time** results from repeated drafting, evidence searches and clarification rounds.
- **Conflicting answers across departments** occur when sales, HR, IT, security and privacy are poorly coordinated.

## Further Risks

**Weaknesses discovered too late:** unsupported claims or control gaps emerging during contract negotiation or service delivery, when correction is most disruptive.

**Inappropriate disclosure:** poorly controlled submissions exposing confidential information, personal data or sensitive security details.

**Renewal and expansion at risk:** outdated evidence or inaccurate previous answers undermining existing customer relationships.

**Opportunity cost:** repeated clarification cycles diverting sales and leadership from higher-value decisions.


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# Win and Retain Business Through Credible Assurance

Demonstrate that you can meet customer requirements with approved answers and verifiable evidence.

- Remove obstacles
- Accelerate responses
- Protect the company from over commitment



OVERVIEW

# Nine Objectives for Due Diligence Excellence




**Remove obstacles** to winning business by resolving due diligence issues before they delay or block approval

**Respond faster** with maintained, approved answers and accessible evidence ready for customer requests

**Reduce effort** by reusing suitable material and avoiding repeated drafting, searching and chasing

**Align departments** around consistent commitments across sales, HR, IT, security, privacy and management


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OVERVIEW

# Nine Objectives for Due Diligence Excellence




**Demonstrate** competence and reliability
Many organisations lose business not because they lack the controls, but because they cannot **demonstrate** them

**Make commitments** the company can deliver. Identify limitations and exceptions before approving customer responses.

**Support renewals and account expansion**. Keep evidence current and resolve recurring customer concerns.

**Protect the company from inappropriate disclosure** or over-commitment. Review evidence release and approve limitations before submission.

**Give leadership visibility** of weaknesses affecting customer acceptance. Prioritise gaps according to their business significance.


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⚠ CRITICAL INSIGHT

# Competence, Commitment and Control

Many organisations lose business not because they lack the controls, but because they cannot **demonstrate** them.

Material claims left unsupported, commitments that exceed actual operations, and undisclosed exceptions all create risk

Leadership needs visibility of weaknesses before they affect customer acceptance, with named owners and agreed deadlines to close priority gaps.

**Connect claims to evidence.**
**Approve commitments before submission.**
**Give leadership the visibility to act on what matters most.**


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SOLUTION COMPONENTS

# How Every Objective Is Measured



### Fewer delays & losses

Opportunities no longer blocked by missing answers or evidence



### Shorter response times

Faster submission of complete responses and resolution of follow-up questions



### Fewer staff hours per assessment

Measured reduction in time across all contributing departments



### Consistent cross-department answers

No contradictory responses, overdue contributions or unowned questions




### Claims backed by evidence

Current, relevant and verified evidence supporting every material claim



### Clear approval records

Explicit exceptions documented and no commitments beyond actual operational capability


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NEXT STEPS

# Sustain Assurance Beyond the Initial Win

Ongoing objectives ensure that evidence stays current, renewals proceed efficiently, and the company is protected from inappropriate disclosure or over-commitment at every stage of the customer relationship.

### 🔄 Support Renewals & Expansion

Keep evidence current, resolve recurring concerns, and accelerate renewal assessments with fewer repeat findings

### 📋 Leadership Visibility

Named owners, agreed deadlines and verified closure of priority gaps affecting customer acceptance

### 🔒 Protect the Company

Review evidence release and approve limitations before submission.

Record all disclosure approvals, limitations and exceptions to prevent unapproved commitments reaching customers.


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SOLUTION COMPONENTS

# The Five-Stage Service Model

### 1 Ask:
### Clarify Approval Requirements



- Log the request, deadline and confidentiality requirements.
- Confirm service, data, systems, suppliers and responsibilities.
- Distinguish mandatory approval conditions from desirable requirements.

### 2 Respond:
### Review and Approve Answers



- Assign questions to contributors.
- Prepare concise answers
- Check accuracy
- Resolve conflicting input.
- Obtain approval before submission.

Output: reviewed questionnaire, approved answers and recorded limitations.

### 3 Prove:
### Identify and Link Evidence



- Maintain the question-to-evidence traceability register.
- Connect every material answer to policy sections, procedures and current records.
- Record scope, owner, evidence status and verification date.

### 4 Act:
### Close Gaps and Follow Up



- Address missing evidence and control gaps.
- Assign corrective actions, support follow up and escalate exceptions requiring management decisions.

Output: prioritised action log and documented decisions.

### 5 Manage and Maintain:
### Reuse and Refresh



- Maintain the approved answer and evidence library as a reusable company asset.
- Refresh after changes,
- Track ownership and carry customer commitments into delivery.
- Reduce preparation cost on subsequent deals.

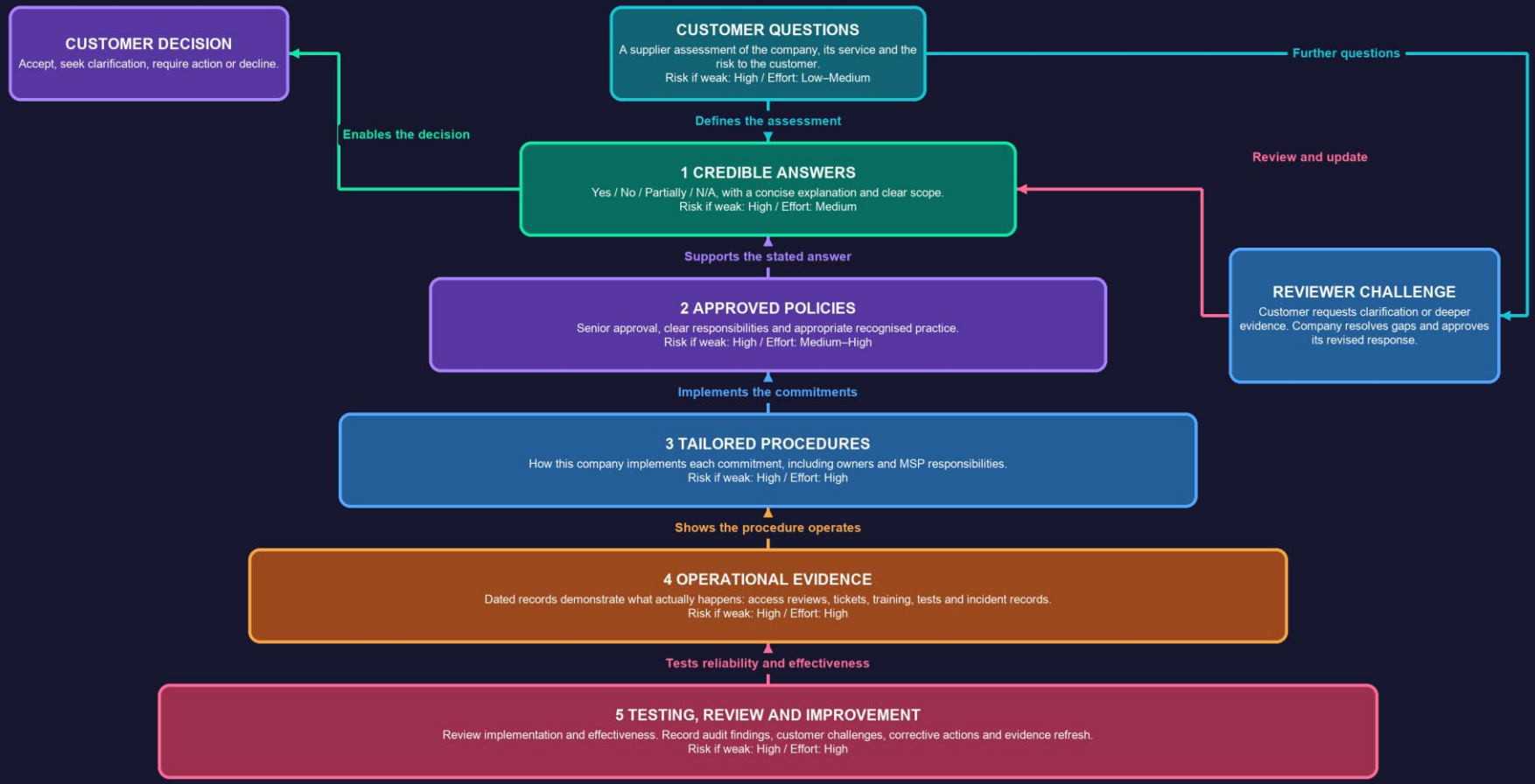


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# CUSTOMER DUE DILIGENCE PYRAMID

Help companies withstand customer scrutiny by maintaining a traceable connection between what they say, what management approves, what staff do and what the records demonstrate.

**A question, to a documented commitment, to proof that the company actually follows it.**




## COMPANY COVERAGE

HR and access / IT and assets / Cyber security / Incident response and recovery / Data protection / Suppliers

## TAILOR EVERY LEVEL

Service, data, systems and ownership. Relevant UK, EU and US obligations. Customer requirements and recognised practice.

## RISK AND EFFORT — INDICATIVE

Risk if weak = risk of an unsupported or inaccurate claim. All layers can materially affect customer acceptance.

Effort = work to prepare and maintain the layer. Ratings assume some existing controls and records.

Company-specific ratings depend on scope, maturity and customer requirements. Reuse can reduce effort.



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NEXT STEPS

# Plan: Workshop

Together we will map the current approval blockers and resource cost, identify the highest value gaps, and define a scoped pilot that can demonstrate measurable improvement within one assessment cycle.

## Strategy

Agree scope, responsibilities, baseline and success thresholds.

Record staff hours by department, elapsed response time, clarification rounds and outstanding approval conditions.

## Outcome

Review results at submission and at the customer's decision.

Confirm which improvements are reusable and whether ongoing maintenance is justified.

## Illustrative Value

Reducing average staff effort from 20 to 12 hours across 10 comparable assessments per year releases 80 staff hours. At an illustrative loaded staff cost of £50 per hour, that represents **£4,000 of annual staff capacity** before service fees.

These are example assumptions only, not client results or a forecast.

Released capacity becomes a cash saving only where expenditure actually falls.


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