

Client Care Survey



Availability, Service and Response

Why did we do it?

Rayner Essex is committed to providing the highest levels of service to its clients and also to ensuring that its services accurately reflect the needs of its clients. We are also interested in learning about the anticipated future needs of our clients.

By commissioning an independent survey we have been able to obtain accurate feedback from a large sample of our clients.

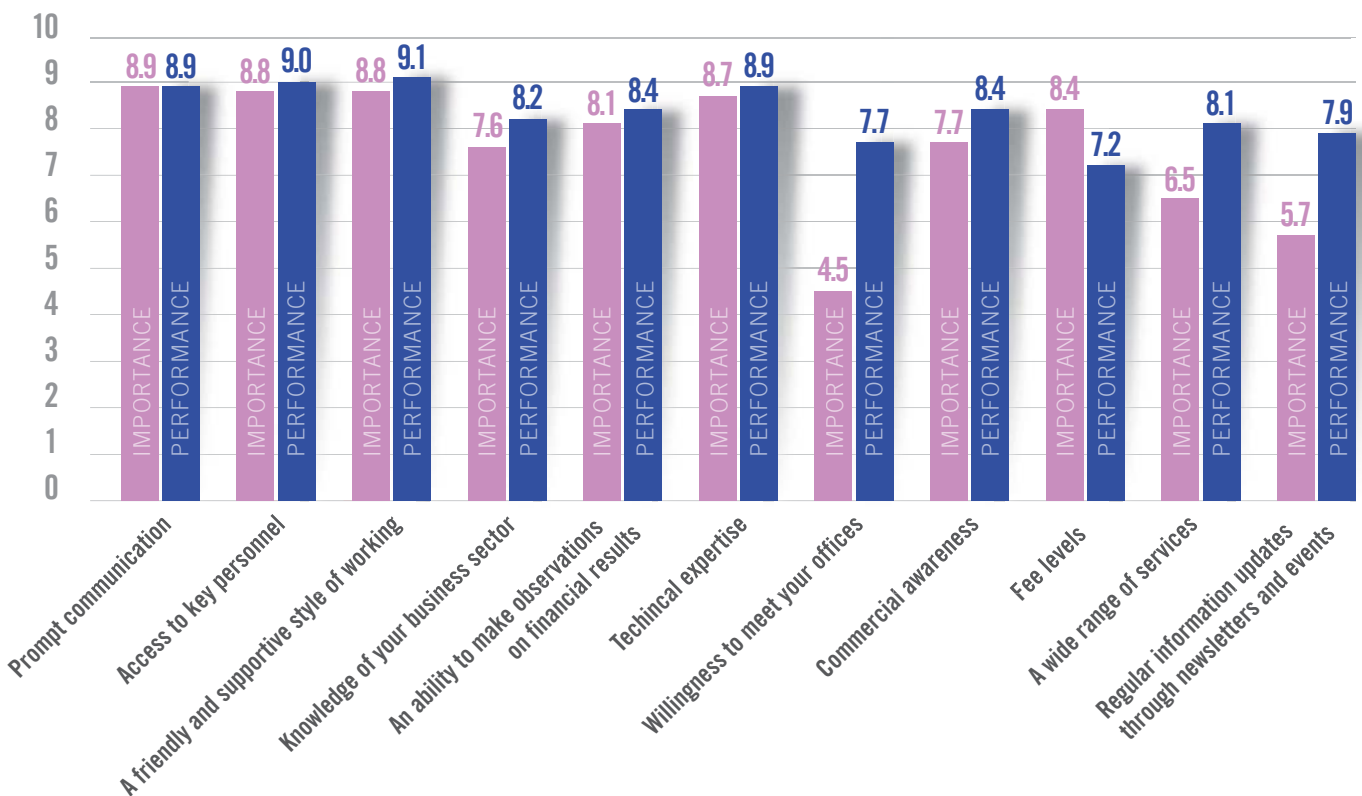
This follows on from previous surveys completed by the firm.

How did we do it?

Our clients were invited to participate in an on-line survey. Response rates were good with 91 people completing the survey.

Clients were asked to provide importance scores, using a scale of 1-10, for key components of service when dealing with an accountancy practice. The average importance scores are supplied in chart form below.

Participants were then asked to score the performance of Rayner Essex in relation to these key components of service.



The chart above tracks 'performance' against 'importance'. The results reveal that Rayner Essex service levels largely speaking either meet or exceed client importance scores. This is obviously a very creditable set of results.



Other Questions

Participants were also asked about the things that they saw to be important in the coming years. Issues relating to the provision of on-line services and personal wealth management dominated here. Participants were also asked to list any strengths of the firm and also areas for improvement.

Comments included the following:

“
Straight-forward and helpful
”

“
Friendly staff
with a willingness to assist
”

“
Accessible staff,
reasonable fees and rapid
response to queries
”

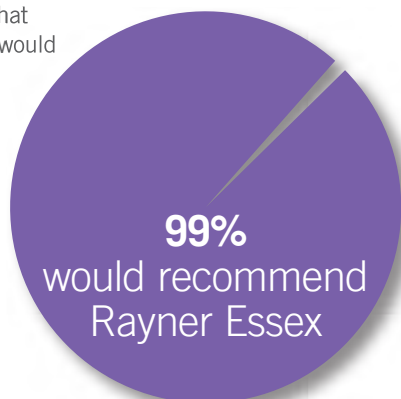
“
Strong professional
team that also have very
good interpersonal skills
”

“
Great customer service, friendly and engaging work
style, top tier technical and regulatory expertise,
competitive prices, a trusted business and tax advisor
”

Recommendation to Others

The final section involved asking participants if they would recommend Rayner Essex to others.

The results showed that 99% of participants would recommend the firm to others.



Conclusions and Actions

The charts and comments above show that the firm continues to serve its clients well. As ever there are also areas where the firm will prioritise activity following the findings of the survey.

These include:

- Expanding its range of on-line services and its on-line presence in general
- Adding additional value through proactive business advice
- Taking time to explain the implications of findings
- Looking proactively at ways to reduce costs
- Look at partnering with others to offer an extended personal wealth service

We would like to thank all those who took part in the survey!



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