



# Client Feedback Survey



# Why did we do it?

**Because we want to be better!**

As accountants and business advisors we want to be certain that we provide the highest levels of service possible and that we consistently meet and ideally exceed, the needs of our clients.

To gain insight into our client's future needs so that we can anticipate them and be prepared for all eventualities.

Conducting an independent survey gives us the information we need to make this happen.

This follows on from previous surveys completed by the firm.

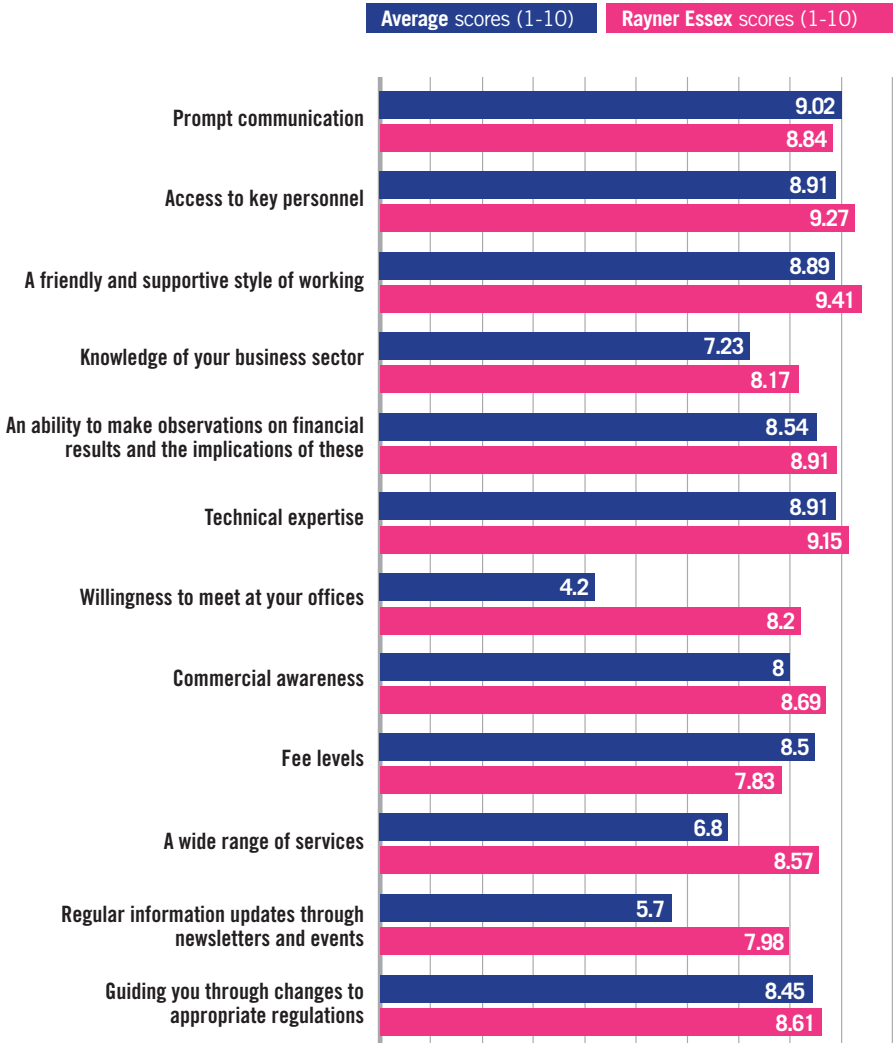


# How did we do it?

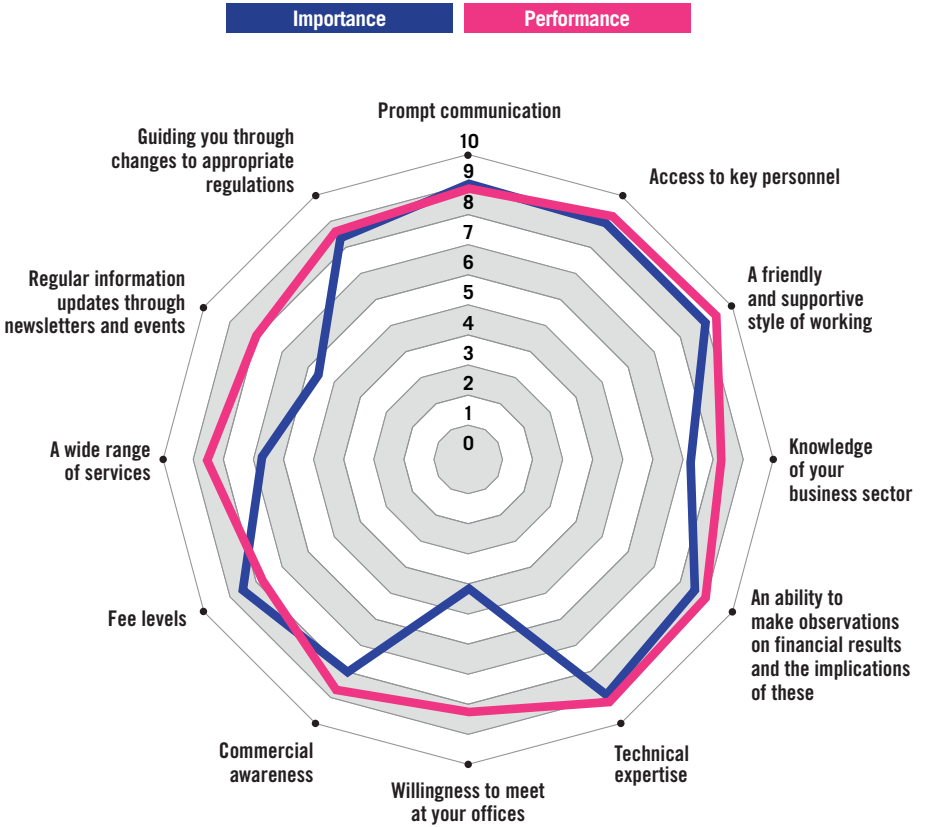
Clients were invited to participate in an on-line survey. Response rates were good with 56 people completing the survey.

They were then 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 our performance in relation to these key components of service. See the results below.



# Importance and Performance



# Additional Feedback Requested

In addition to obtaining numerical feedback we asked clients to comment in relation to our service levels and to provide any other observations.

A selection of quotes are listed below.

**“THE RAYNER ESSEX TEAM ARE ALWAYS ON HAND TO ANSWER ANY QUERIES OR ADVISE AS REQUIRED. WE HAVE A REALLY GOOD WORKING RELATIONSHIP”**

**“PERSONAL RELATIONSHIPS, SERVICE, KNOWLEDGE, CLIENT FOCUSED, EFFICIENT, GET THINGS DONE, RELIABLE, DEPENDABLE”**

**“GOOD LONG TERM BUSINESS RELATIONSHIPS. HELPFUL FRIENDLY PEOPLE WHO ARE ALSO HIGHLY PROFESSIONAL AND HAVE HIGH LEVEL OF TECHNICAL EXPERTISE”**

**“GOOD TECHNICAL SKILLS. VERY RESPONSIVE. EASY TO WORK WITH”**



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