

The AccountingWEB 2013 Client Satisfaction Benchmarking Report

accountingWEB

Powered by:



Smith & Henderson

Prepared for OKC Business Services Limited

Your Results

Number of surveys completed

57

Scores out of 10 maximum

1. Providing value for money

8.1

2. Understanding your business objectives

8.6

3. Being flexible to meet your needs

8.9

4. Communicating with you digitally (via their website, email and social media channels etc)

8.2

5. Which of the following services are you aware that your accountant provides:

Percentage of clients aware of service

Accounts and Audit

95%

Business

Planning

42%

Management Accounting

58%

Mergers & Acquisitions

14%

Payroll & HR

42%

Tax Compliance

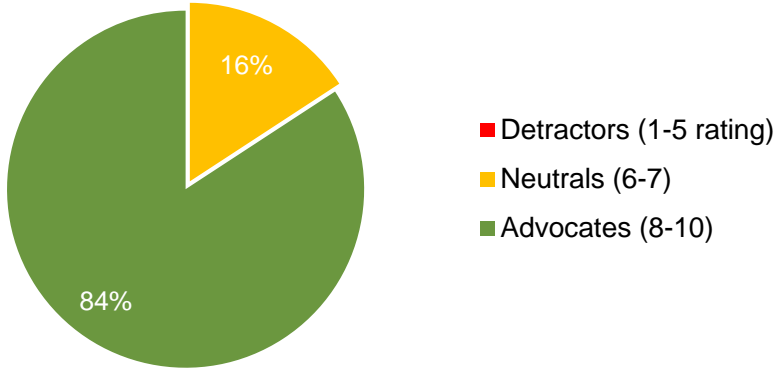
84%

Tax Planning	44%
Wealth Management	23%

6. How likely are you to recommend your accountant to a friend or colleague?

Average rating (1 = Extremely Unlikely, 10 = Extremely Likely) 9.1

Breakdown:



Your Client Advocacy Score is calculated by subtracting the percentage of "Detractors" (who provided a 1-5 rating) from the percentage of "Advocates" (who provided a 8-10 rating).

Client Advocacy Score **84%**