



A recent Customer Satisfaction Survey undertaken by marketing consultancy Market Vision International has enabled Hereford based Thorne and Widgey to discover just how client-focused their Chartered Accountancy practice is. Using their specialist Customer Insight tool (MarketVis), MVI surveyed Thorne Widgey's clients to identify their specific needs in relation to accountancy services and to what extent Thorne Widgey was meeting those needs. Furthermore, the results have enabled Thorne Widgey to gain a real competitive advantage by providing market-based evidence of their capabilities and performance levels.

Thorne Widgey's Business Development Specialist Andy Edwards worked with Chris Carver of MVI to determine key satisfaction drivers and their relevant elements using MVI's experience and Thorne Widgey's market knowledge. This resulted in a core set of 26 elements to be measured in relation to:

- Client satisfaction
- What the client perceives as being better, the same or worse than a year ago.

- What the client perceives as important when dealing with an accountancy practice:

The questionnaire was then drawn up by MVI and mailed out to the Thorne Widgey customer base together with covering letter and business reply envelope. A total of 129 questionnaires were completed giving a response rate of 25%; a highly respectable rate of return.

## Quality Tops List of Clients Needs:

When asked what's most important when dealing with an accountancy practice, quality of service and advice tops the list followed by wanting to deal with a trustworthy and professional firm that does what it says it will: i.e. is effective in reducing tax wherever possible (and legal!). The full top 10 is as follows:

Fig 1: What's Most Important in dealing with an Accountancy Practice



## How Well Did Thorne Widgey Do?

Quite exceptional performance levels were achieved by Thorne Widgey's team in meeting their clients key needs as the table below shows. Top Box scores (Very satisfied & Satisfied) of 80% or more were registered for all top 10 needs topped by scores of 90%+ in 6 cases.

Fig 2: Satisfaction With Thorne and Widgey's Performance?



# Likes and Dislikes?

To complement the structured questionnaire, clients were also asked free-text questions on their likes and dislikes when doing business with Thorne Widgery. Many comments were positive and included:

“Thorne Widgery are always looking for ways of saving money. They are trustworthy at all times and I have complete confidence in all of the team.”

“Local, professional, not too large or impersonal. Give value for money.....& not too flashy”

“Excellent service. Nice to deal with an effective, friendly, local company who don’t charge like a rhinoceros and have very good knowledge”



## Drilling Down

So far so good. As detailed previously, when viewed for the business as a whole, the results are exemplary. Market Vision International also drilled down undertaking further analysis by 4 market segments based on client fee levels. This provided valuable insight by highlighting differences in needs and satisfaction levels between the segments enabling specific services to be designed and developed to further enhance Thorne Widgery’s market position compared to other accountancy practices (Fig

In addition clients were asked to consider a number of phrases that might best describe Thorne Widgery for them, (see Fig 4). In all 97% of clients responding felt extremely positive about their relationship with Thorne Widgery, either describing them as “A team of people that truly understands my needs” or “A team of people with a good attitude”. Only 3% described Thorne Widgery as a “A good team with areas for improvement” or “A poor team to deal with”.

Fig 3: How would you rate Thorne Widgery as an accountancy practice compared to other practices you have had dealings with?

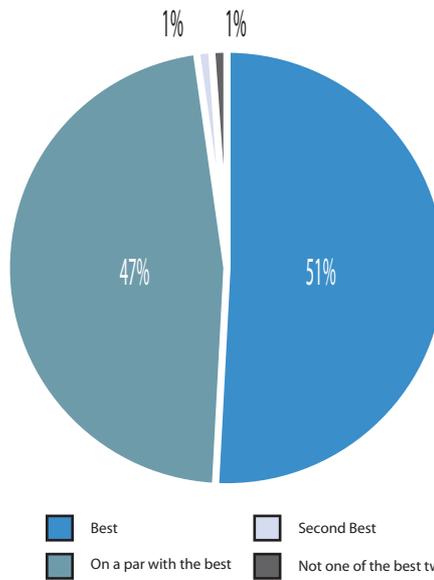
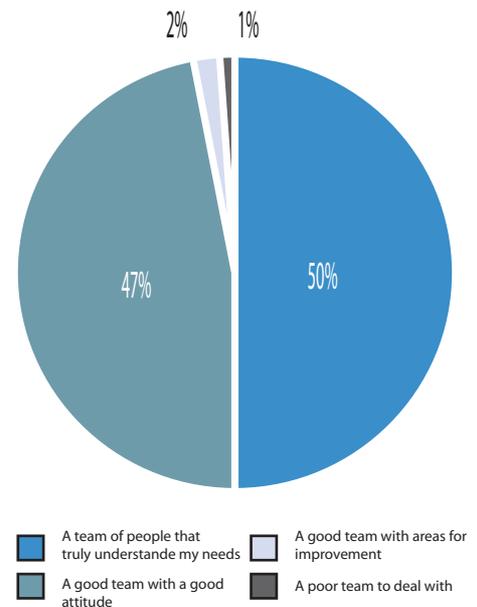


Fig 4: Which of the following phrases best describes Thorne Widgery for you?



## And Finally...

Andy Edwards is delighted with the outcome of this research.

“Thanks to Market Vision International we know exactly where we are going in order to deliver what our customers really want. The results themselves have provided us with key insights into product and service development and staff training. Above all we have gained a real competitive advantage in being able to provide market based evidence of our performance levels for use in presentations, brochures, exhibitions etc. The trick now is to make sure we maintain these service levels as a minimum and seek to improve wherever we can by monitoring client satisfaction on a regular basis.”

By working with Market Vision International to measure customer satisfaction online or through the post you can:

- Identify new sales opportunities
- Set & measure customer focussed KPIs
- Retain customers
- Measure perceived service levels
- Increase customer focus
- Benchmark performance