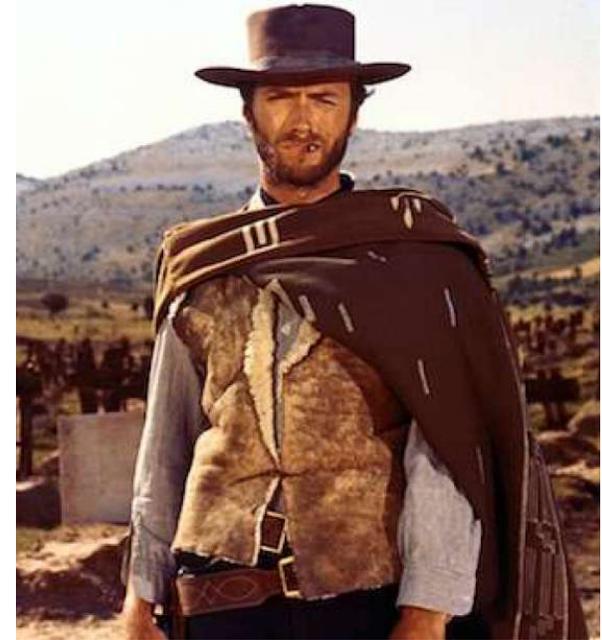


Online Reputation for Accounting Firms

The Good, The Bad, and The Ugly

Presenter:

Kat Kocurek, VP of Marketing at Inavero



THINK FRESH!

Quick introduction



Est. 2003

Focus on professional service providers since 2007

We believe it's **good business** to place client satisfaction at the heart of your growth strategy.



Annual award program for client service.

Recognizes firms that have demonstrated exceptional service quality based exclusively on ratings provided by their clients.



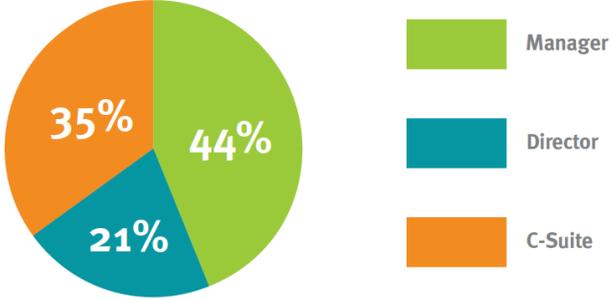
Launching July 2018

Online service provider directory that translates client satisfaction scores into online ratings and testimonials.

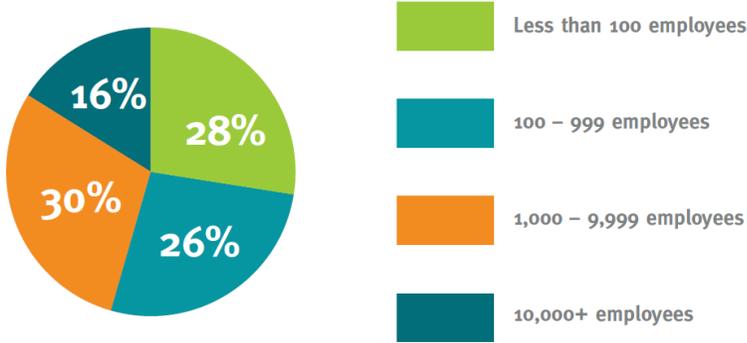
Inavero's 2018 Accounting Industry Benchmark Study

681 buyers and clients of accounting services

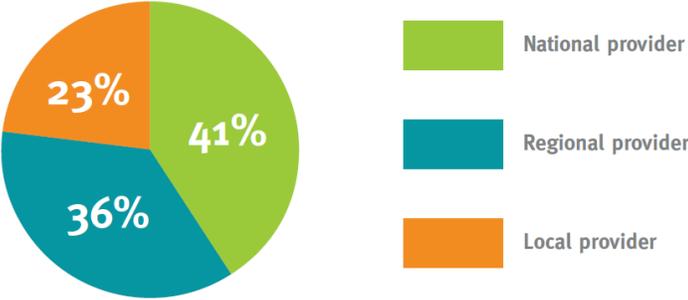
Respondents by Job Title



Size of Respondents' Organization



Type of Accounting Provider



ONLINE REPUTATION

The Good

The buying process is happening online

...with or without you

1 in 3

prospective clients will search for your firm online before deciding to work with you.

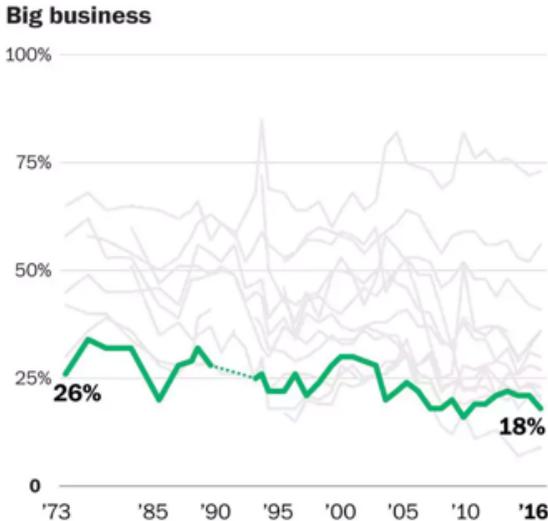
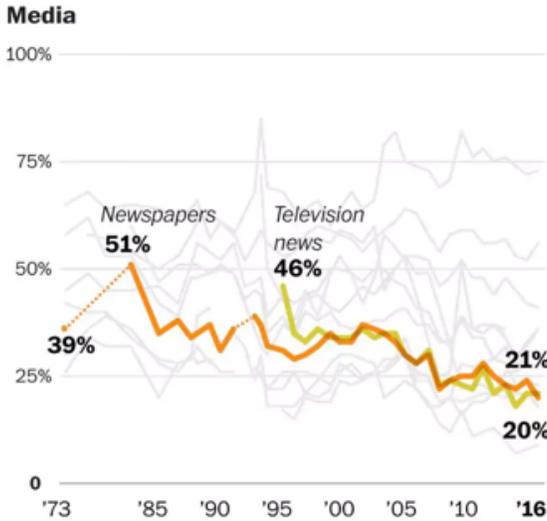
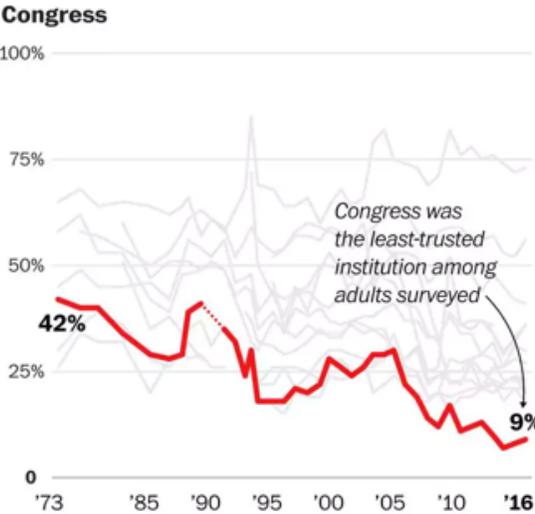
1 in 3

prospective clients will read online ratings and reviews.

> 1/2

of prospects who are referred to your firm will also search for you online.

Reputation – at its core – is all about trust

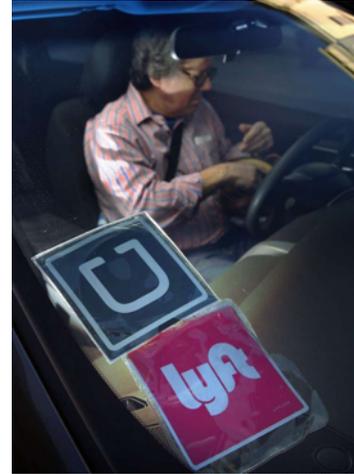


Source: Gallup Organization

But individual trust is seeing a renaissance

1998

- Don't get into strangers' cars.
- Don't meet up with people from the internet.
- Don't let someone you don't know into your home.
- Don't trust the advice of strangers.



2018

- Literally summon strangers from the internet to get into your car.
- Invite someone you've never met to stay in your home.
- **Only** trust the advice of strangers.

Source: Modern America

Experience-sharing as a pathway for trust

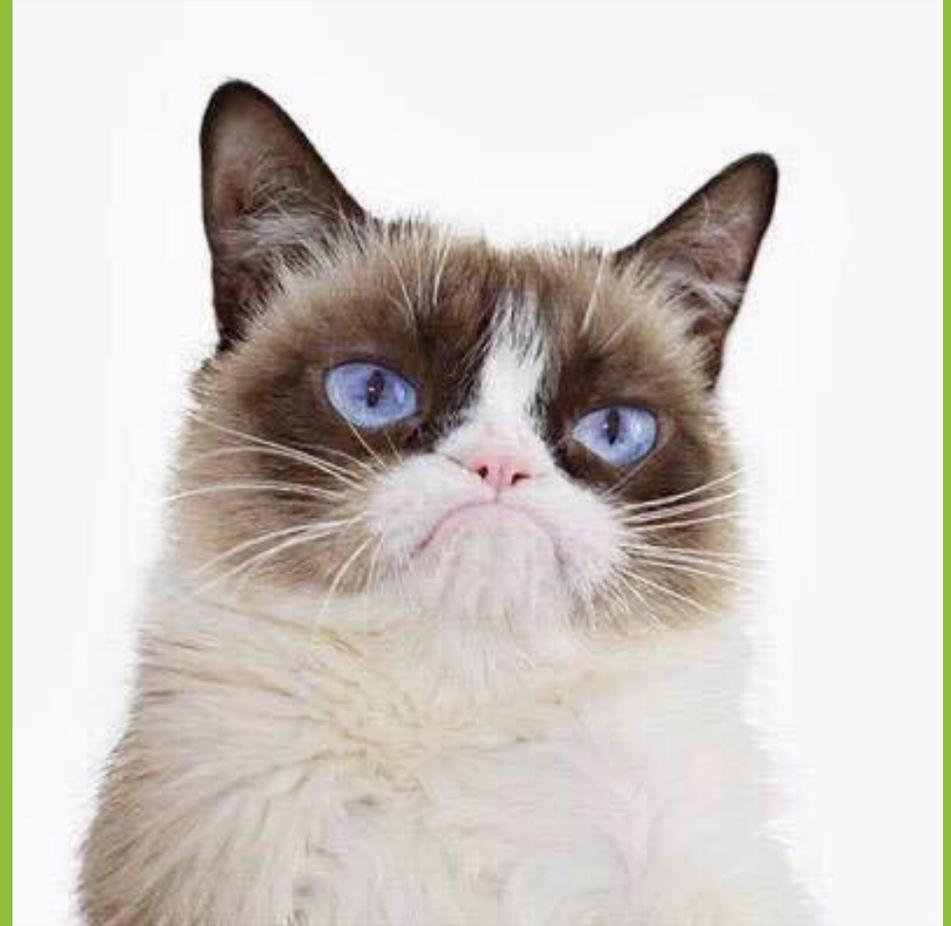


2018 Accounting Industry Benchmark Study:

- Accounting buyers rate **online reviews / testimonials a top resource** in helping judge a potential fit.
- Nearly half of accounting buyers plan on **increasing the use of online resources** in the vendor vetting process.
- **66%** of buyers say they **trust consumer opinions** posted online.



ONLINE REPUTATION The Bad



You don't exactly have "control"

Things you have control over:

- Your website.
- Content marketing.
- Print collateral / advertisements.
- Client testimonials.
- Your CEO.



Eric Gregg
CEO and Founder
Inavero

Things you don't have control over:

- What your clients say about you.
- How they share their experience with their networks.

Brand Management vs. Brand Stewardship



Brand Management vs. Brand Stewardship



ONLINE REPUTATION
The (other) Bad

Rating / review sites aren't designed for *your* clients



[Write a Review](#) [Events](#) [Talk](#)

[Log In](#)

[Sign Up](#)



Find landscaping, burgers, spas... **Near** Pearl District, Portland, OR

- Landscaping
- Restaurants
- Home Services
- Delivery

SK Donuts & Croissant
Photo by Kevin P.

Find the Best Businesses in Town



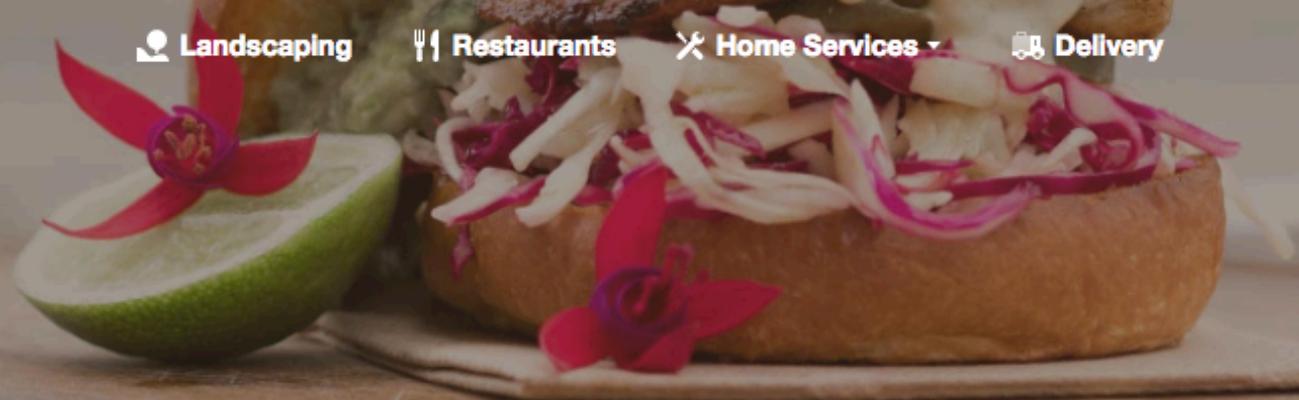
Find landscaping, burgers, spas... Near Pearl District, Portland, OR

Landscaping

Restaurants

Home Services

Delivery



Cheshire Photo by Natalla K.

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Find Near

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Union Square Greenmarket
Photo by Asim F.



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Find Near

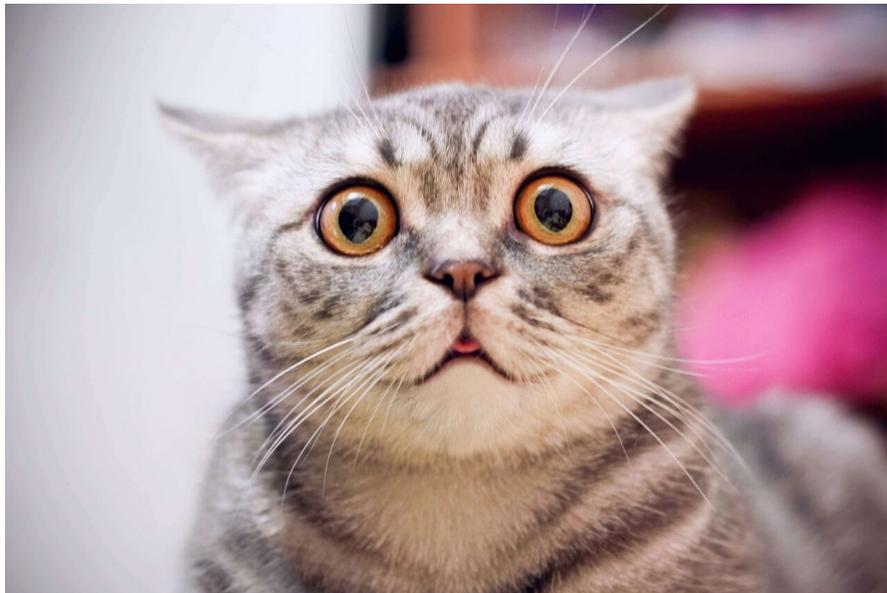
- [Landscaping](#)
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Da Vinci's Donuts
Photo by Daniel B.

Find the Best Businesses in Town

2018 Accounting Industry Benchmark Study:

- Accounting buyers rate **online reviews / testimonials as their top resource** in helping judge a potential vendor fit.
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ONLINE REPUTATION
The Ugly

Negative reviews have TWICE the impact

From the 2018 Accounting Industry Benchmark Study:

- If a potential service provider has **5 negative online reviews**, accounting buyers will not consider them a viable option in their decision set

AND

- A potential service provider must have **10 positive online reviews** for accounting buyers to feel they are a good option.

You are not (and never will be) perfect

No matter how hard you work, you will encounter issues



More than 1 in 5 clients have experienced an issue

Of those, nearly half will tell someone in their personal or professional networks

22%

“Told everyone I know about the issue.”

22%

“Proactively encouraged people not to use the firm.”

16%

“Left a review on a website like Yelp or Glassdoor.”

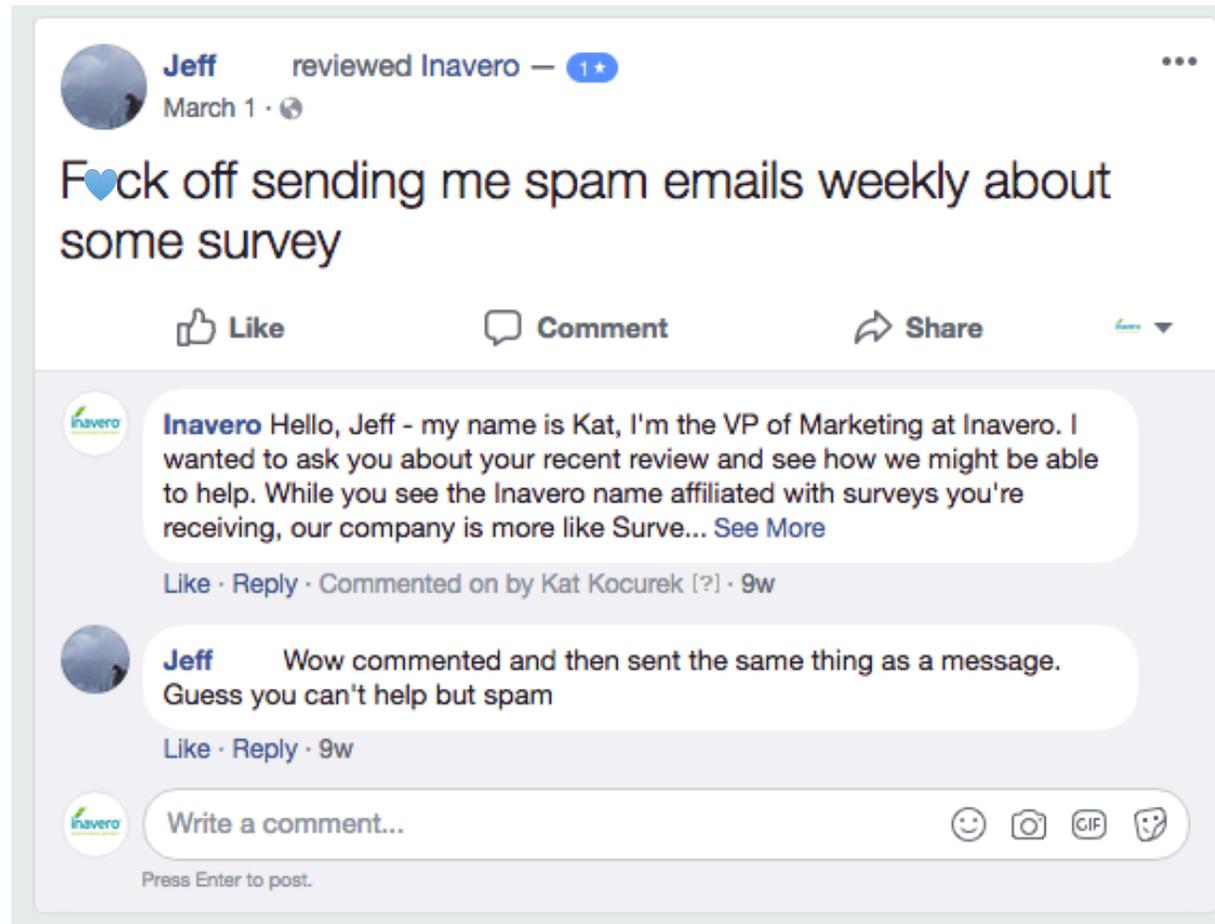
11%

“Quit working with the firm.”

Online Reputation **Strategy**

A cautionary tale...

Don't get caught on your heels



The screenshot shows a Facebook post by a user named Jeff, dated March 1. The post text reads: "F♥ck off sending me spam emails weekly about some survey". Below the post are icons for Like, Comment, and Share. A comment from Inavero follows, with the text: "Hello, Jeff - my name is Kat, I'm the VP of Marketing at Inavero. I wanted to ask you about your recent review and see how we might be able to help. While you see the Inavero name affiliated with surveys you're receiving, our company is more like Surve... See More". Below this comment are the options "Like · Reply · Commented on by Kat Kocurek [?] · 9w". A second comment from Jeff follows, with the text: "Wow commented and then sent the same thing as a message. Guess you can't help but spam". Below this comment are the options "Like · Reply · 9w". At the bottom of the screenshot is a comment input field with the placeholder text "Write a comment..." and icons for emojis, photos, GIFs, and stickers. Below the input field is the text "Press Enter to post."

Foundation = knowing how your clients feel about you

And providing them every opportunity to translate that to the public eye

How likely are you to recommend our company to a friend or colleague?

Not likely Extremely likely

0 1 2 3 4 5 6 7 8 9 10

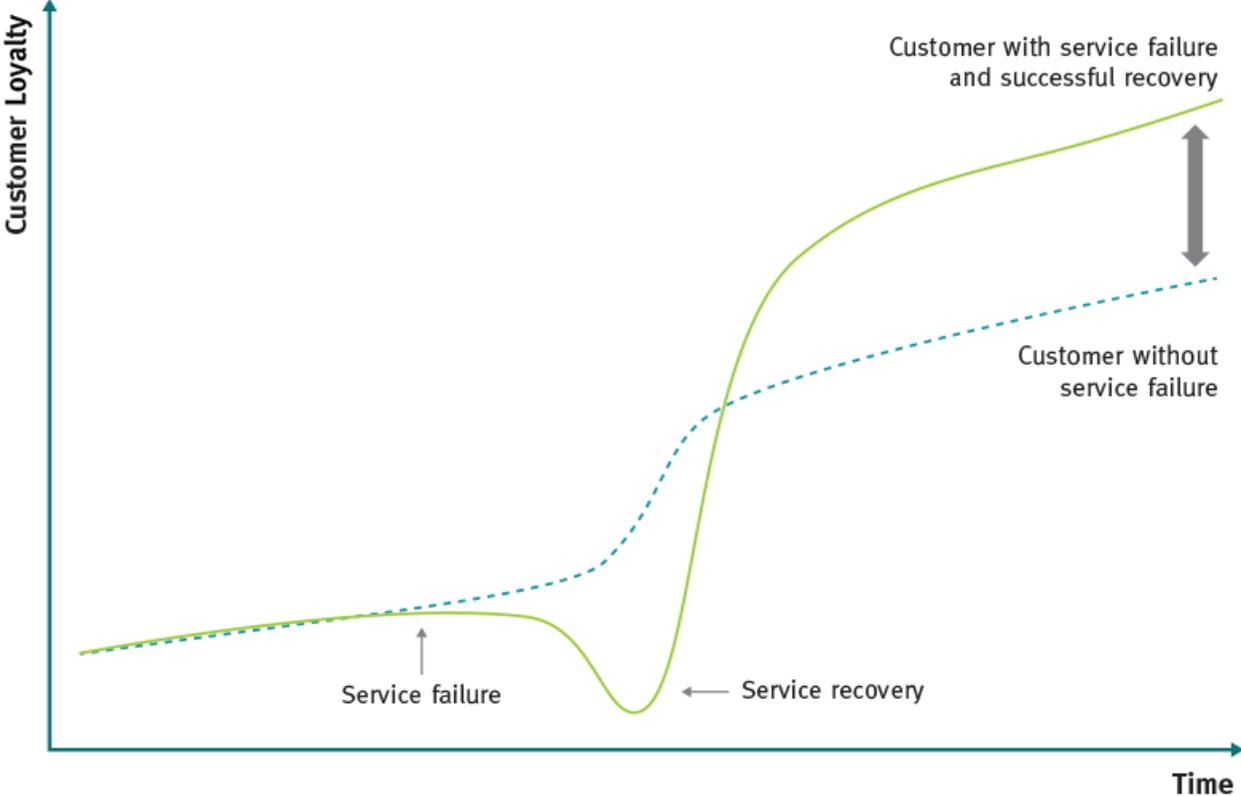


Remember:

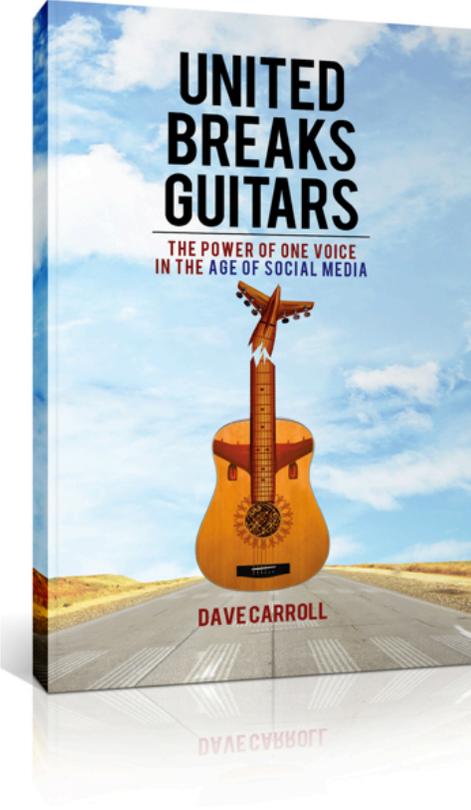
No matter how hard you work,
you will encounter issues.

The beauty of it all? Mistakes reflect the real world

Which means reputation is heavily influenced by how well you recover



How NOT to recover



Your clients know what good recovery looks like

And also what it *doesn't* look like

Less than 1/2

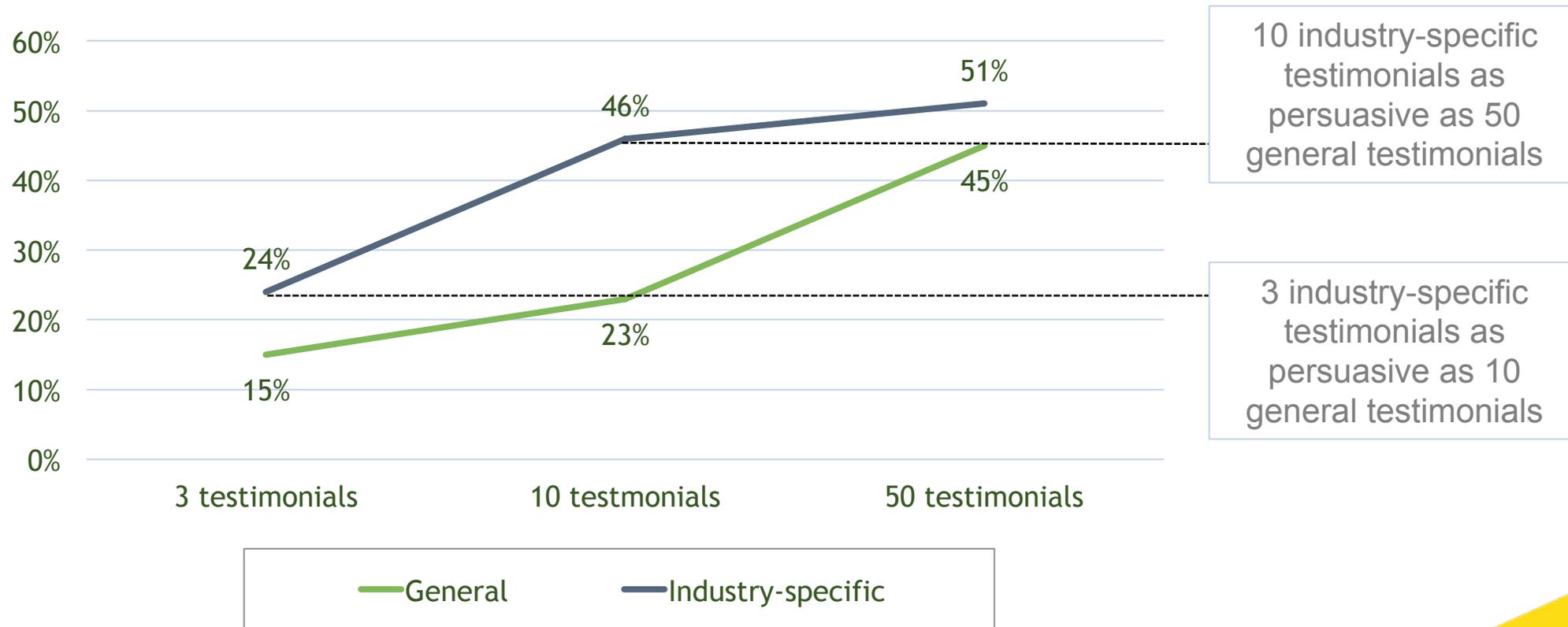
of clients who experienced an issue were 'very satisfied' with the speed of issue recovery.

Fewer than 3 in 5

who experienced an issue were satisfied with the caliber of issue recovery.

Get credit for your service wins

% of Prospects 'Much More Likely' to Consider Firm



Parting Thought

“Reputation” is the strategy, “online” is the channel

United Airlines Unclaimed

★ ★ ★ ★ ★ 2008 reviews [Details](#)

Travel Services [Edit](#)

XFINITY Store by Comcast

★ ★ ★ ★ ★ 913 reviews [Details](#)

Internet Service Providers, Television Service Provider
Telecommunications [Edit](#)

Nordstrom Claimed

★ ★ ★ ★ ★ 834 reviews [Details](#)

\$\$\$ · Department Stores

 **Hannah K.**
Kansas City, MO

0 friends
9 reviews
2 photos

★★★★★ 12/24/2016

Amazing customer service experience!

My flight from Cancun to SFO on New Years Day dropped \$200 in price. I gave them a call, and within 10 minutes they had refunded the price difference to me in credit.

I'm one very satisfied customer right now!

 **Lou S.**
San Francisco, CA

969 friends
120 reviews
99 photos

★★★★★ 8/26/2017

Outstanding customer service. Very clean and comfortable location. Self check-in and waiting list clearly visible from several large flat screens. Comfortable chairs and couches on which to wait. Waiting list moved quickly. Service with a smile.

 **Mallory B.**
Pacifica, CA

230 friends
24 reviews
15 photos

★★★★★ 4/14/2017

The store operator, Danielle, is probably one of the rudest people I have ever spoken to. I asked her if she could tell me the designer brands they had and her response was " I don't have time to tell you a list"... work on your customer service Danielle

[Share review](#)

Thank you!

Questions? Email me.

Kat Kocurek, VP of Marketing at Inavero
kat.kocurek@inavero.com



THINK FRESH!

THINK FRESH!



THANK YOU!

THINK FRESH!

