



The Power of Proof

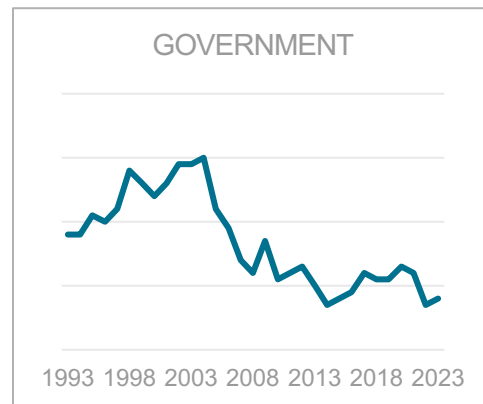
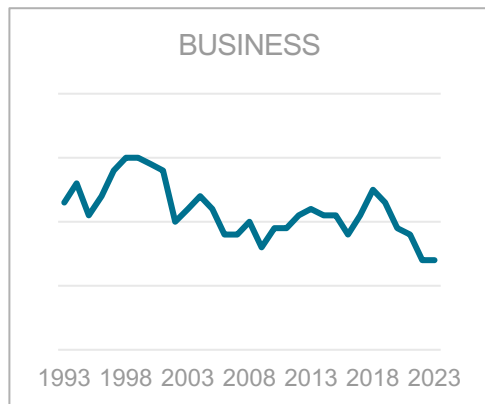
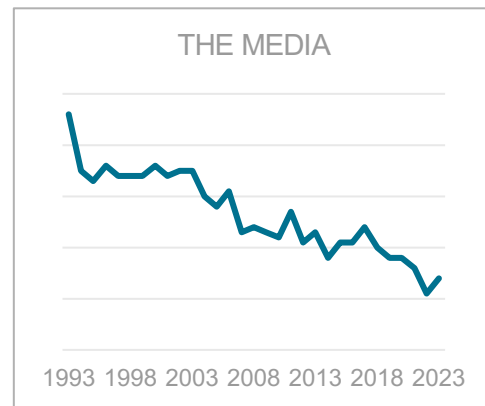
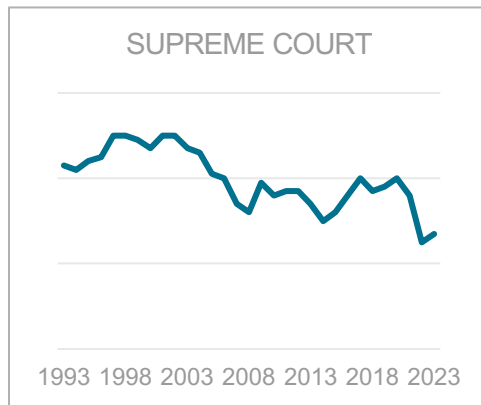
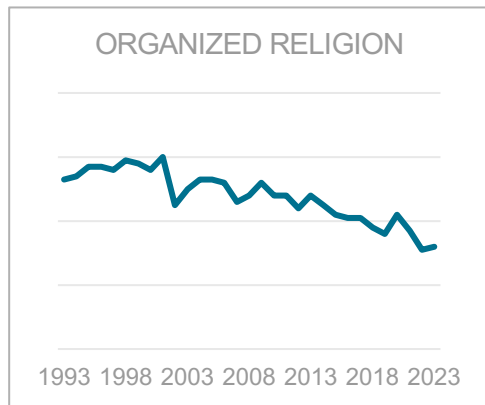
Leveraging Client Feedback to Earn Best of Accounting™

Eric Gregg, CEO & Founder of ClearlyRated



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Our society's trust levels are lowest in 3 decades



Customer expectations have never been higher

86%

of clients say the quality of the customer experience is a top factor in how they choose a professional services firm.

SOURCE: PWC, *The State of the Customer Experience in Professional Services*

98%

of clients expect a response to calls or emails within 24 hours.

SOURCE: ClearlyRated Survey of B2B Buyers

HALF

of clients say they've had a negative customer experience with a professional services firm in the past year.

SOURCE: Forrester, *The Customer Experience: The Key to Winning in the Digital Age*

The cost of mediocre service is high in accounting

Clients who have a negative experience are:

67%

of clients say they have switched professional services firms because of a poor customer experience.

SOURCE: Bain & Company, *The Customer Experience Revolution: How to Create an Exceptional Experience*

25%

less likely to recommend a professional service firm.

SOURCE: Forrester, *The Customer Experience: The Key to Winning in the Digital Age*

73%

of clients are willing to pay more for a better customer experience.

SOURCE: McKinsey, *The Customer Experience Divide*

People will pay for a solution that appears less risky

Imagine you are deciding between two accounting firms. Both seem like a good fit to you. Which would you choose?

FIRM A:

Costs what you budgeted.

38%

FIRM B:

10% over budget, but share high satisfaction scores, 4.6 rating from clients and dozens of testimonials.

62%

What we'll cover today:

- **A primer on Net Promoter® Score (NPS®)** — what it is, and why we use it
- **The Best of Accounting award**—what it is, and how it's earned
- **Beyond the award**—financial and operational benefits of Best of Accounting
- **Focus on the feedback** —the 80/20 concept and why it works

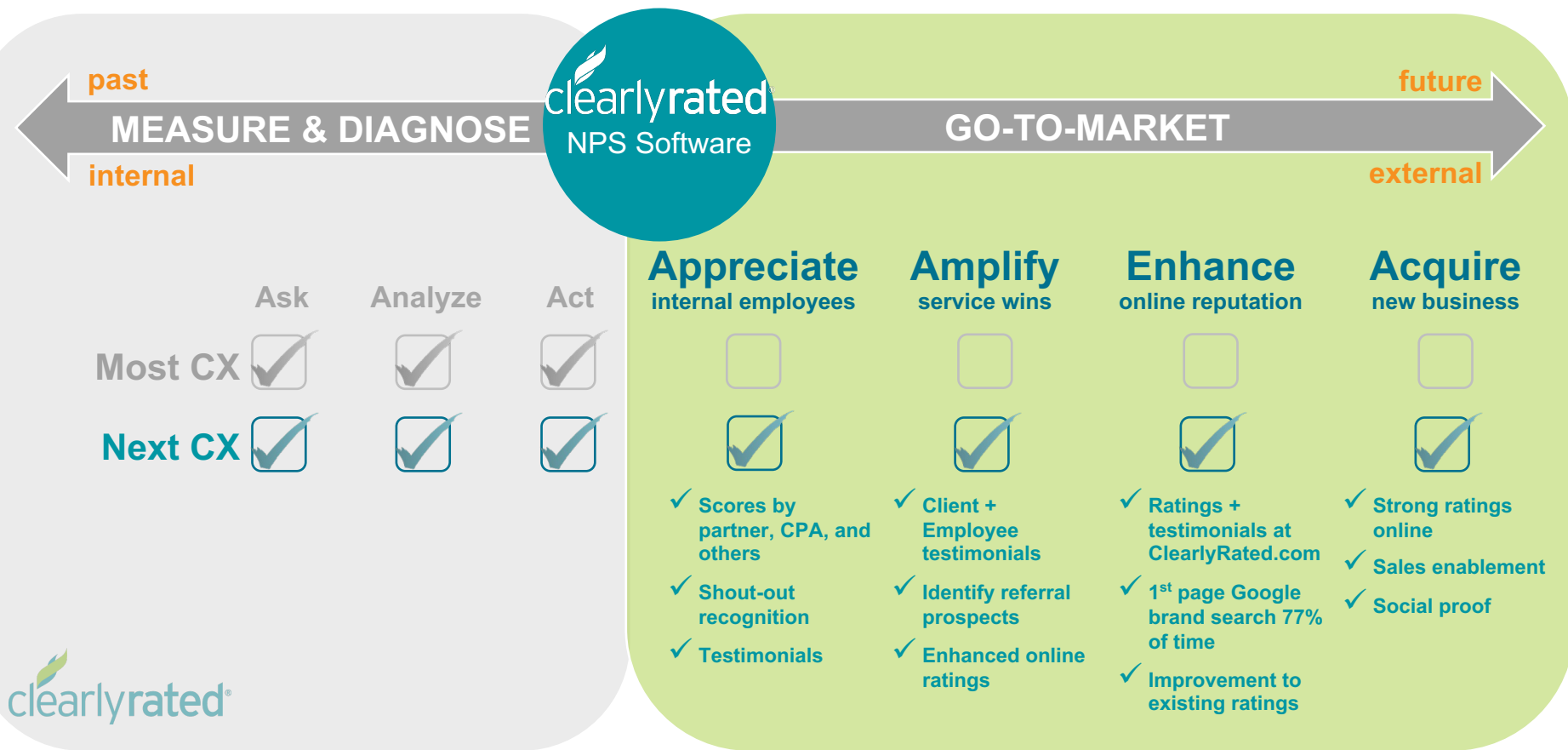
Best of Accounting is powered by the Net Promoter® Score (NPS®)

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

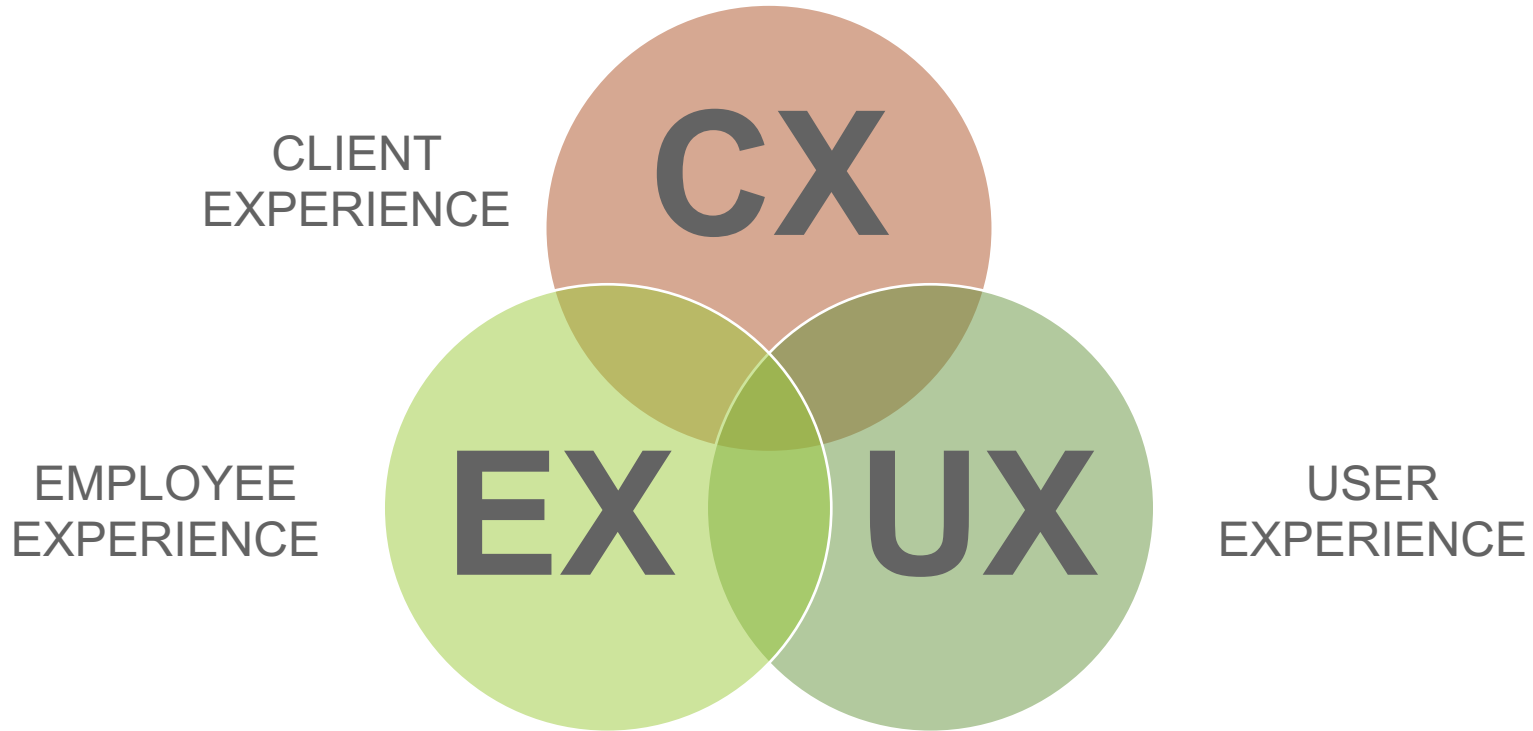


$$\text{Net Promoter® Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

The future of CX is responsive, always on, and transparent



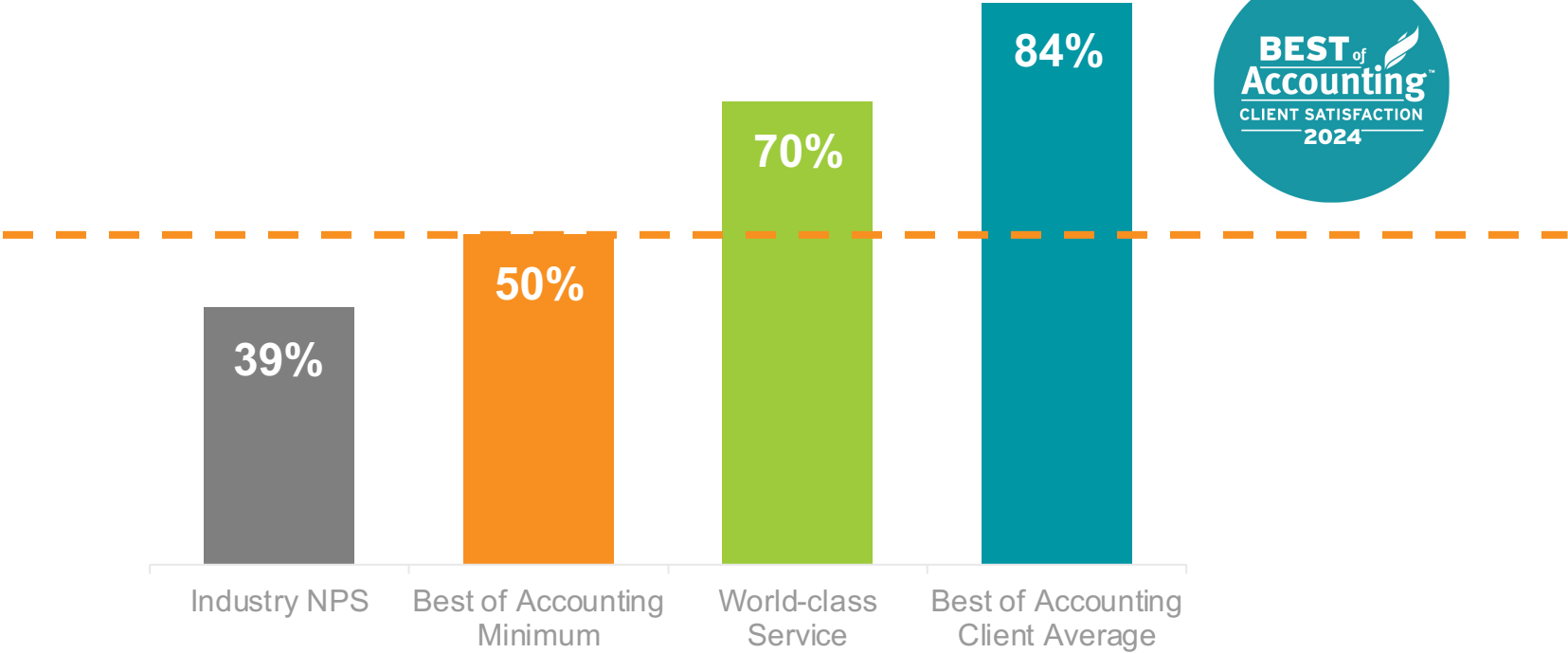
All my X's... CX does not stand alone



How firms earn Best of Accounting



Best of Accounting winners versus the industry

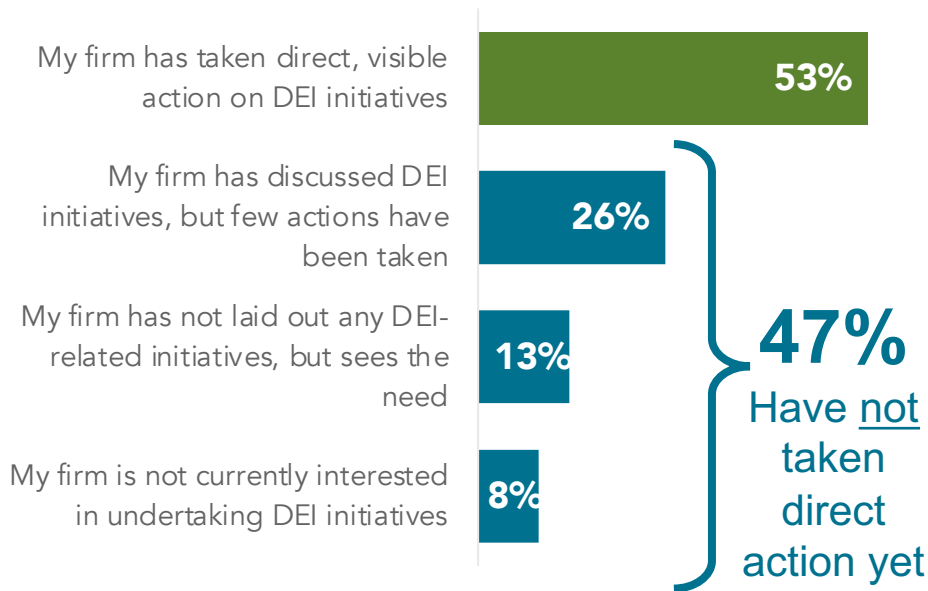


How to earn Best of Accounting

- Survey a list of **50% (or a minimum of 500) of their clients** who were billed for services during a 3-month consecutive period over the last 12 months.
- Firms must receive **at least a 20% response rate AND at least 15 responses**, or a **minimum of 250 responses**.
- Firms must **earn a 50% Net Promoter® Score** (or higher) for client and / or internal employee satisfaction.
- Fewer than **1% of all accounting firms in the US and Canada** achieve Best of Accounting.

Best of Accounting award for Employee Satisfaction

Current Firm Attitude on Diversity, Equity, & Inclusion (DEI)



- 1 in 4 accounting firms say their firm lacks gender diversity in leadership,
- More than half say their firm lacks racial or ethnic diversity in leadership,
- Nearly 1 in 3 don't believe their firm's leaders are engaged and supportive of DEI efforts.



Beyond the Award: What Best of Accounting Delivers



Best of Accounting delivers:

- Real-time feedback from your clients and internal employees.
- Benchmarking to help you measure service performance against the industry.
- Critical opportunities to identify (and get ahead of) at-risk revenue.
- New insight into account expansion and referral opportunities.
- Approved testimonials from your happiest stakeholders.
- A chance for clients to recognize star performers on your team.
- Indexed client ratings to improve the reputation of your brand online.
- Key marketing resources (and templates!) to help your firm share your proof of service.

80



80% of your time
should be spent
responding to and
taking action on
feedback.

/

20

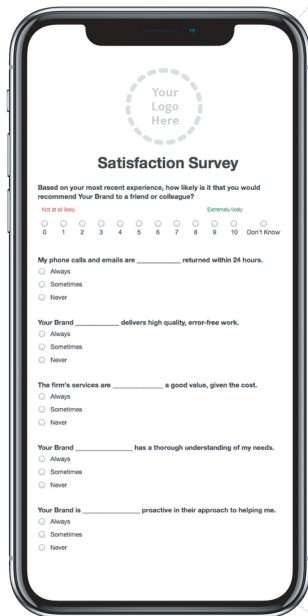


20% of your time
should be spent
on designing and
implementing a
survey.

8-Question Survey

Client

Ask the questions that will be most valuable and actionable to your team.



The smartphone screen shows a survey titled "Satisfaction Survey" with a placeholder for "Your Logo Here". The survey questions are identical to the desktop version, including the NPS question and five driver questions, each with a 11-point scale and radio button options.

Satisfaction Survey

Based on your most recent experience, how likely is it that you would recommend Your Brand to a friend or colleague?

Not at all likely Extremely likely

0 1 2 3 4 5 6 7 8 9 10 Don't Know

My phone calls and emails are _____ returned within 24 hours.

- ☐ Always
☐ Sometimes
☐ Never

Your Brand _____ delivers high quality, error-free work.

- ☐ Always
☐ Sometimes
☐ Never

The firm's services are _____ a good value, given the cost.

- ☐ Always
☐ Sometimes
☐ Never

Your Brand _____ has a thorough understanding of my needs.

- ☐ Always
☐ Sometimes
☐ Never

Your Brand is _____ proactive in their approach to helping me.

- ☐ Always
☐ Sometimes
☐ Never

What is the primary reason behind the rating you provided?

What is one thing we could be doing differently to increase the value you receive from us?

Net Promoter Score (NPS) question

NPS Driver Questions

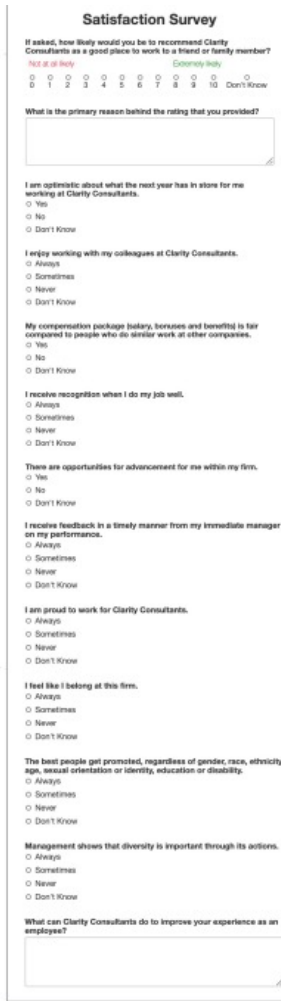
13-question survey

Internal Employee

Ask the questions that will be most valuable and actionable for your team.



A smartphone screen showing the survey interface. At the top, there is a circular placeholder for a logo with the text "Your Logo Here". Below this is the title "Satisfaction Survey". The first question is: "If asked, how likely would you be to recommend Clarity Consultants as a good place to work to a friend or family member?". It includes a scale from 0 to 10, with "Not at all likely" at 0 and "Completely likely" at 10, and a "Don't Know" option at the end. Below the scale is a text box for the primary reason behind the rating. The survey continues with several Likert-scale questions: "I am optimistic about what the next year has in store for me working at Clarity Consultants.", "I enjoy working with my colleagues at Clarity Consultants.", "My compensation package (salary, bonuses and benefits) is fair compared to people who do similar work at other companies.", "I receive recognition when I do my job well.", and "There are opportunities for advancement for me within my firm." Each question has three options: "Always", "Sometimes", and "Never", plus a "Don't Know" option. The final question is: "What can Clarity Consultants do to improve your experience as an employee?", followed by a text box for the answer.



A printable version of the survey form. It starts with the title "Satisfaction Survey". The first question is: "If asked, how likely would you be to recommend Clarity Consultants as a good place to work to a friend or family member?". It includes a scale from 0 to 10, with "Not at all likely" at 0 and "Completely likely" at 10, and a "Don't Know" option at the end. Below the scale is a text box for the primary reason behind the rating. The survey continues with several Likert-scale questions: "I am optimistic about what the next year has in store for me working at Clarity Consultants.", "I enjoy working with my colleagues at Clarity Consultants.", "My compensation package (salary, bonuses and benefits) is fair compared to people who do similar work at other companies.", "I receive recognition when I do my job well.", and "There are opportunities for advancement for me within my firm." Each question has three options: "Always", "Sometimes", and "Never", plus a "Don't Know" option. The final question is: "What can Clarity Consultants do to improve your experience as an employee?", followed by a text box for the answer.

Net Promoter Score (NPS) question

NPS Driver Questions

Dashboard provides aggregate and segmented views:

CLEARLYRATED DASHBOARD

Your online dashboard of survey responses.

PINPOINT PRACTICE AREA ISSUES

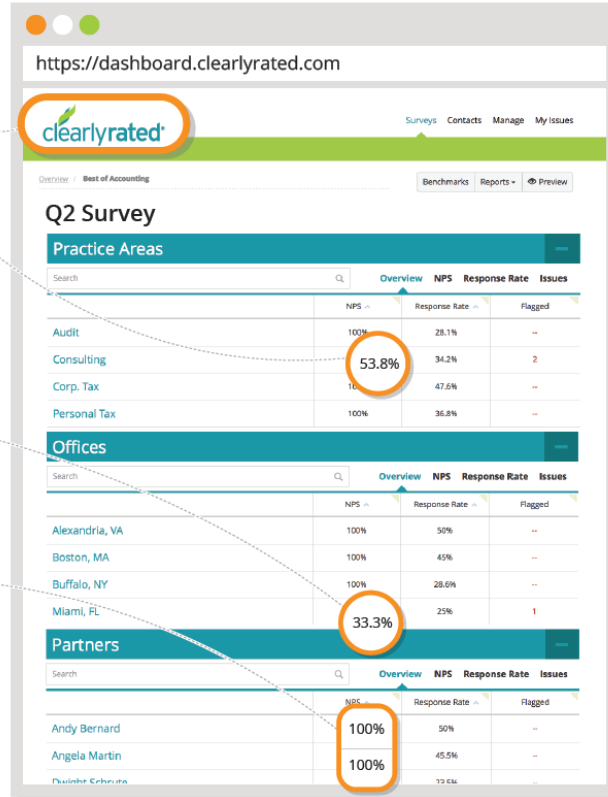
Why is our Consulting satisfaction score so much lower?
What's happening here?
Look into this.

PINPOINT OFFICE ISSUES

What's happening with Miami? Their satisfaction score is too low.

REWARD TOP PERFORMERS

Andy and Angela are doing a really great job! Recognize in next meeting.



Plus/Enterprise reporting package shown.

Dashboard provides aggregate and segmented views:

CLEARLYRATED DASHBOARD
Your online dashboard of survey responses.

RETAIN AT-RISK ACCOUNTS
Partner needs to look into Gerald's issue.

GET REFERRAL PROSPECTS
Ask for referrals from James and Anna!

GET FRESH TESTIMONIALS
Great testimonial. Get on website and proposal template today.

The screenshot displays the ClearlyRated dashboard interface. At the top, the URL 'https://dashboard.clearlyrated.com' is visible. The dashboard is titled 'Q2 Survey' and includes a 'Responses' section with a search bar. Below this, a table lists survey responses with columns for NPS score, Respondent name, and Response text. The responses are as follows:

NPS	Respondent	Response
7	Gerald Clinton Great City	"It's a great help, complicated and already full schedule. I haven't been product."
10	James Ford Ford.com	"Outstanding service and value."
10	Anna Truman Bauer Records	"Excellent service by our partner. She's very on top of things!"

Below the responses table is a 'Testimonials' section with columns for Respondent, Response, and Date. The testimonials are as follows:

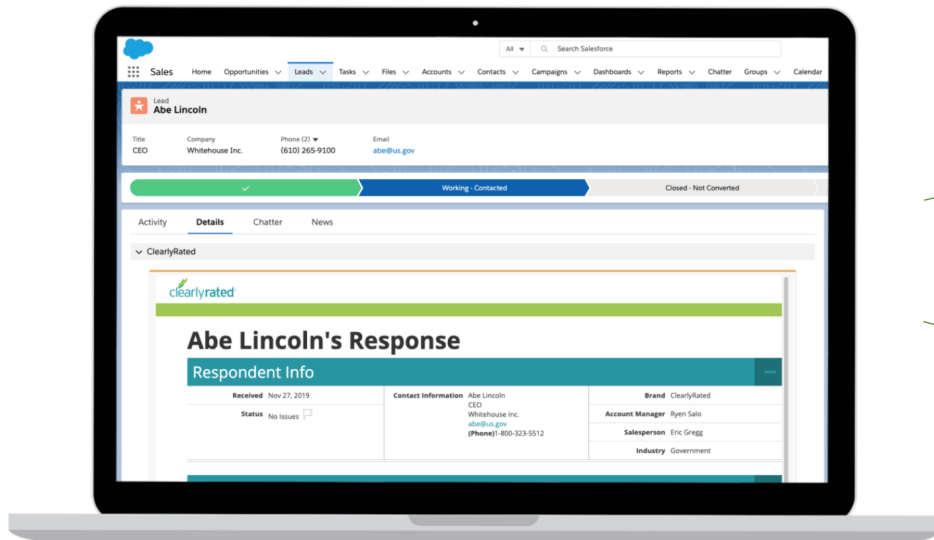
Respondent	Response	Date
George Pierce Bauer Records	"Everyone is always helpful and truthful in their efforts and information. I always walk away or actually get off the phone feeling like the things have been taken care of."	Jun 1, 2015
Anna Johnson Bauer	"Your firm always provides on budget and accurate services. A trusted advisor and true extension of my team."	

Annotations on the dashboard include:

- A callout box around the 'clearlyrated' logo.
- A callout box around the 'Responses' section header.
- A callout box around the 'Testimonials' section header.
- A callout box around the 'Responses' table, highlighting the response from Gerald Clinton.
- A callout box around the 'Testimonials' table, highlighting the testimonial from Anna Johnson.

Plus/Enterprise reporting package shown.

Integrations provide contact-level views in your native CRM

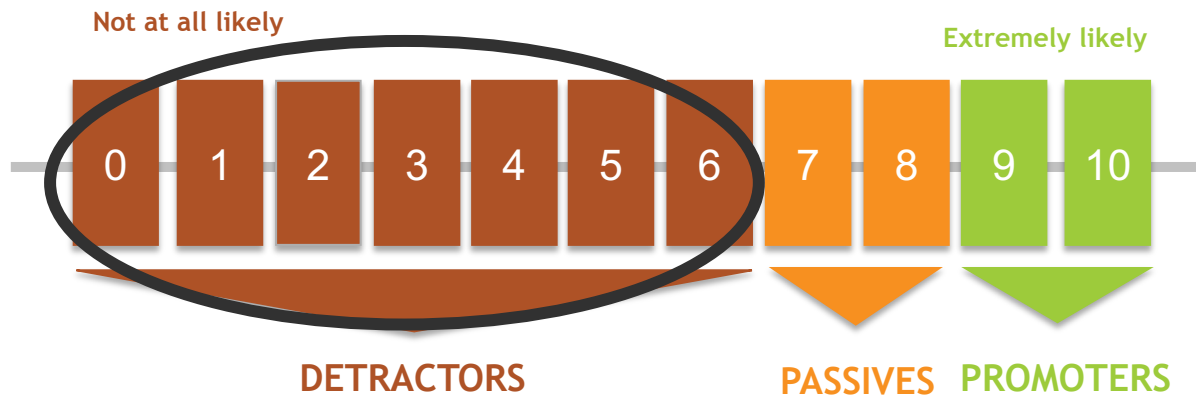


Microsoft
Dynamics 365



Detractors are offering you a lifeline, providing the opportunity to save at-risk revenue

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



$$\text{Net Promoter® Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

Triage is Necessary

Wrecks happen – it is the recovery that matters most



Detractor Notifications: a native feature that alerts you to at-risk clients

Jane Doe**Detractor Response!**

Director: Eric Gregg › Nathan Goff

Email: janedoe@email.com

Phone: 555-123-4567

Company: ABC Company

Tags: Portland, Industrial, Top 100

Based on your most recent experience, how likely is it that you would recommend us to a friend or colleague?

6

What is the primary reason behind the rating you provided?

Nathan wasn't as responsive as he has in the past.

What is one thing we could be doing differently to increase the value of our services to you?

No Response Provided

Choose a resolution after following up:

[Resolution in Progress](#) | [Can't Resolve](#) | [Not an Issue](#) | [Resolved](#) | [Escalate](#)

NPS Financial Impact Report: Calculates revenue that has been identified as “at-risk” from unhappy clients

Using survey responses from your account over the past **year**, your ClearlyRated survey program has identified the following:

! Accounts At Risk

4

Detractor Accounts

\$56K

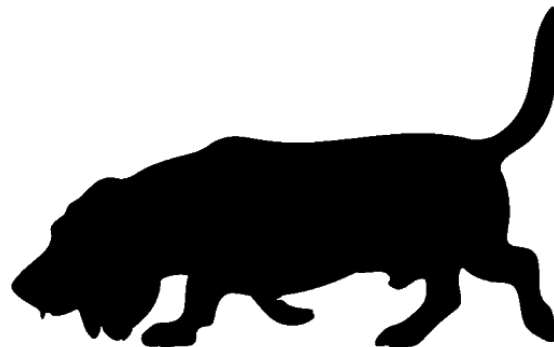
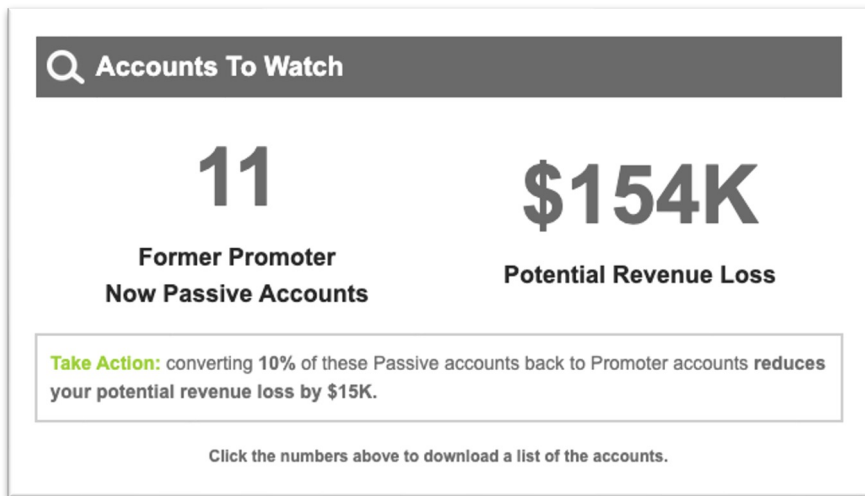
Likely Revenue Loss

Take Action: convert 2 of your Detractor accounts to Promoters or Passives to retain \$28K in potential revenue.

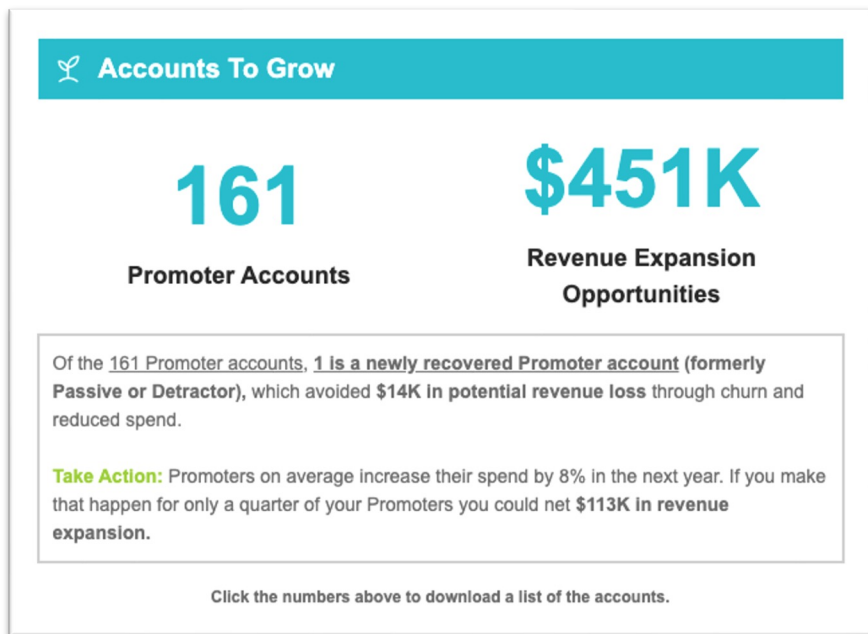
Click the numbers above to download a list of the accounts.

The **NPS Financial Impact Report** helps accounting firms translate their real-time client feedback data into actionable information that protects revenue.

NPS Financial Impact Report: Also helps you to “sniff out” potential revenue loss from former Promoters



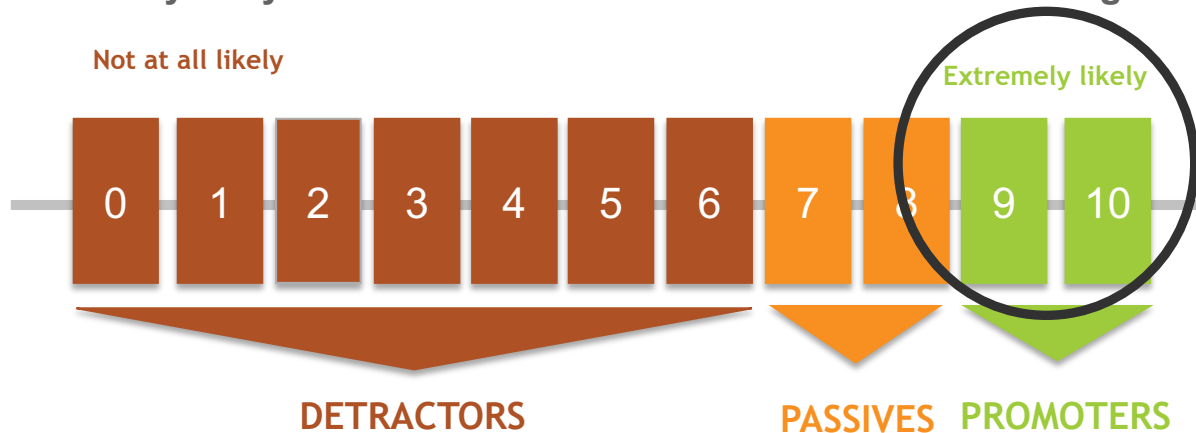
NPS Financial Impact Report: Identifies revenue expansion opportunities and scope of value



The **NPS Financial Impact Report** also helps accounting firms identify accounts where the greatest opportunity for expansion exists. Promoters on average increase their spend by 8% in the next year.

Look to Promoters for additional business, and work with Passives to expand loyalty

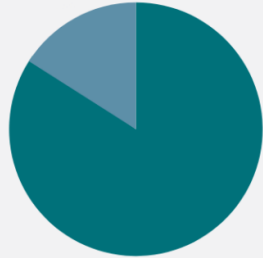
How likely are you to recommend our firm to a friend or colleague?



$$\text{Net Promoter® Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

Testimonials carry high strategic value for prospects

Buyer Sentiment: B2B Purchasing



84%
trust testimonials.



9 in 10 say that seeing testimonials from businesses similar to theirs makes an impact on their decision to work with a provider.

Source: ClearlyRated's 2020 B2B Buyer & Client Benchmark Study

Best of Accounting generates automated, approved testimonials at scale

Enhanced Testimonial Capture: Promoter experience

DUNDER MIFFLIN
PAPER COMPANY

Based on your most recent experience, how likely is it that you would recommend Dunder Mifflin to a friend or colleague?

Not at all likely Extremely likely

0 1 2 3 4 5 6 7 8 **9** 10 Don't Know

What do you like best about working with Dunder Mifflin?

The team at Dunder Mifflin are very responsive and a true partner to my business. There is no better company to work with! They go above and beyond and take the time to understand our business so they can serve us to the best of their ability. They are the BEST!

Text for the question that defaults as the testimonial will vary based on answer to the NPS question.

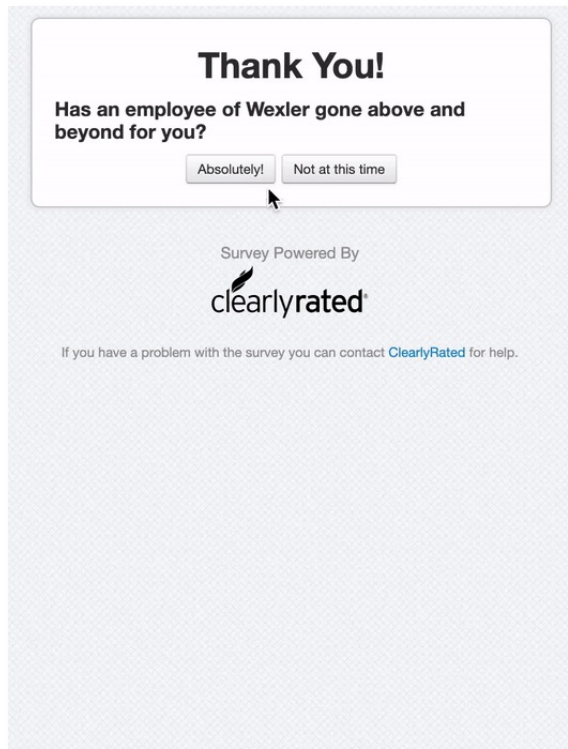


Promoters are automatically invited to share their open-ended feedback as a testimonial.

- **2 in 5 survey completes result in a testimonial.**
- **48% of Promoters elect to share a testimonial with their provider.**
- **The average accounting firm that surveys with ClearlyRated generates nearly 200 client-approved testimonials.**



Shout Outs help firms harness positive feedback to keep employees engaged and motivated



Thank You!

Has an employee of Wexler gone above and beyond for you?

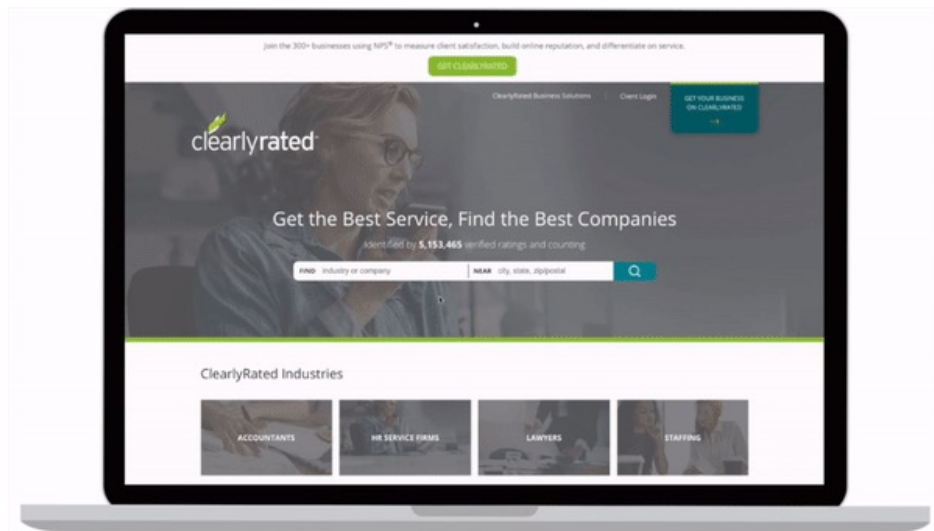
Survey Powered By
clearlyrated

If you have a problem with the survey you can contact [ClearlyRated](#) for help.

Promoters are automatically invited to leave a Shout Out for any firm employees who have gone “above and beyond” for them..

- **40% of Promoters elect to leave a Shout Out for a team member at their accounting firm.**

Best of Accounting participants are featured alongside client ratings & testimonials on ClearlyRated.com



- Searchable
- Online ratings
- Social proof

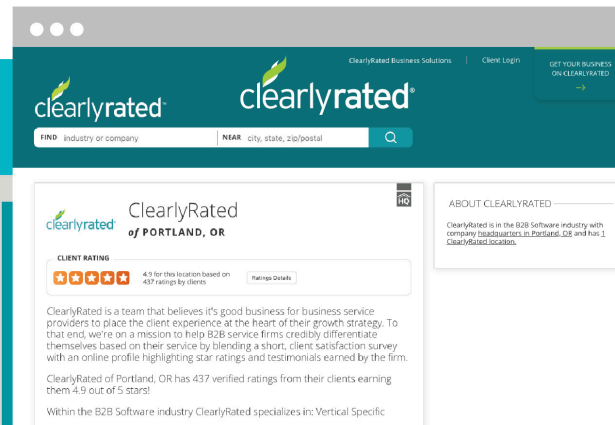
Online ratings are persuasive resources for prospects when considering an accounting firm



Best of Accounting firms earn more ratings on average, providing a more accurate reflection of their service



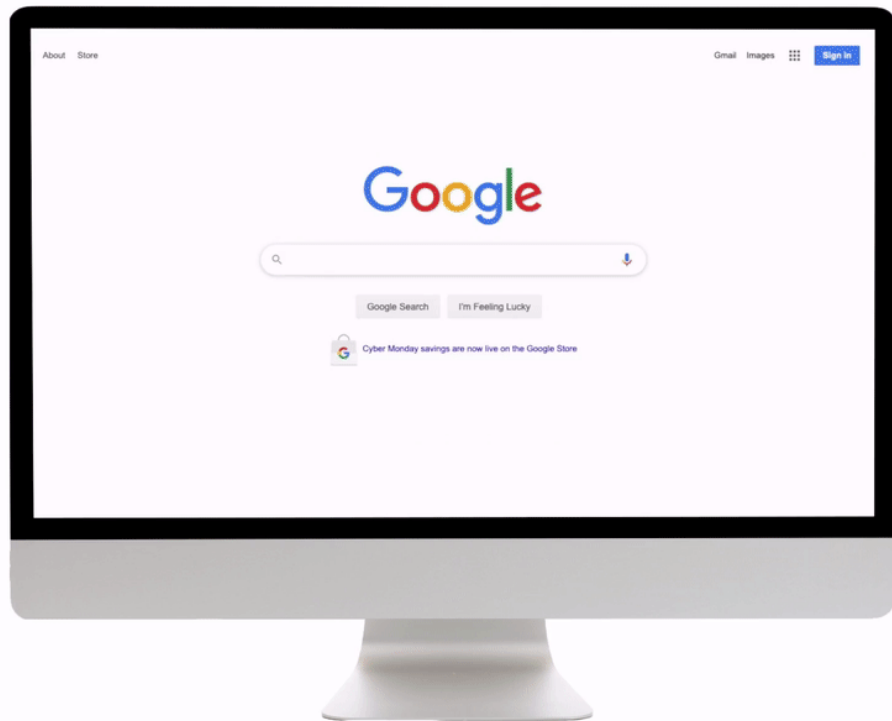
Firms average **less than 5 reviews** on sites such as Google & Yelp



Firms who work with ClearlyRated average **more than 200 ratings** from their clients on ClearlyRated.com

source: Analysis of 100 largest accounting firms in the U.S.

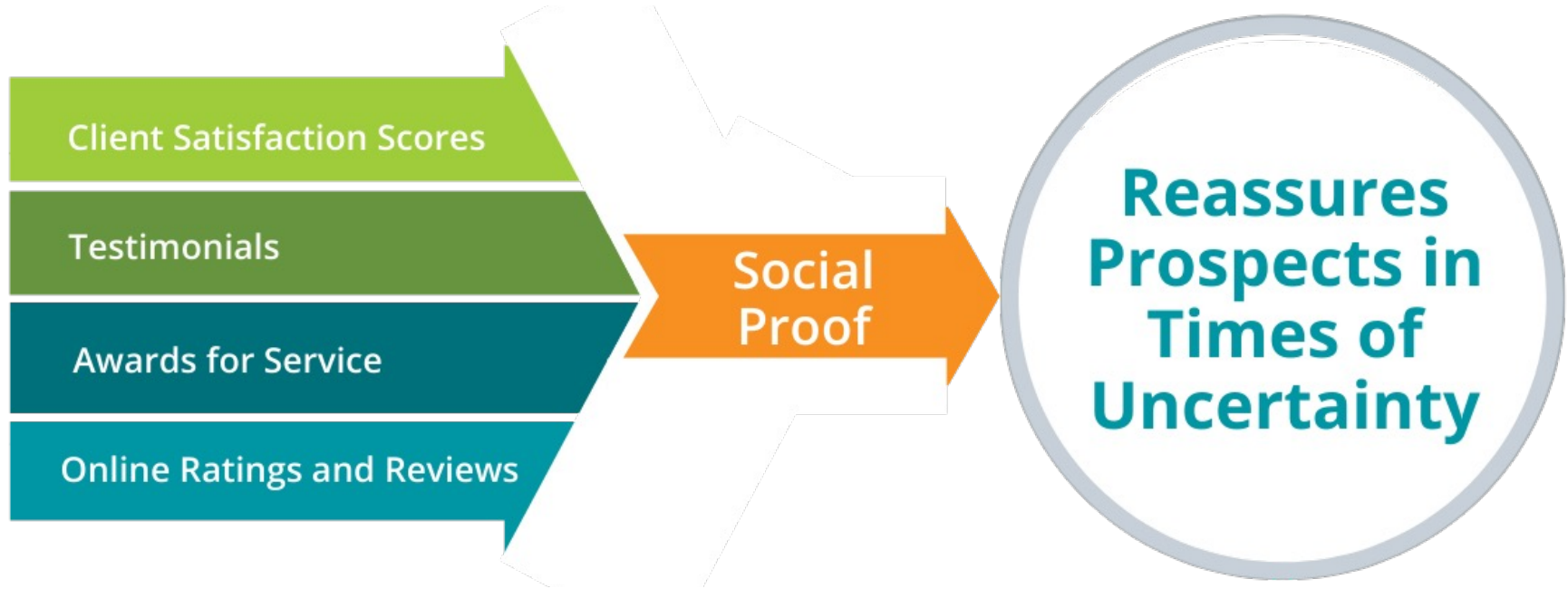
Client ratings earn valuable real estate in Google's search rankings



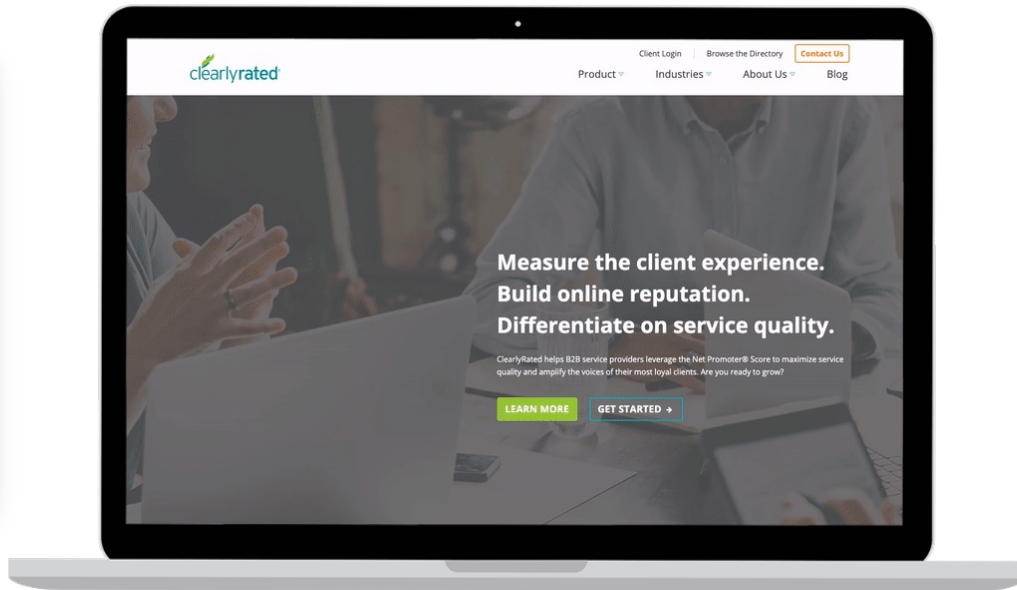
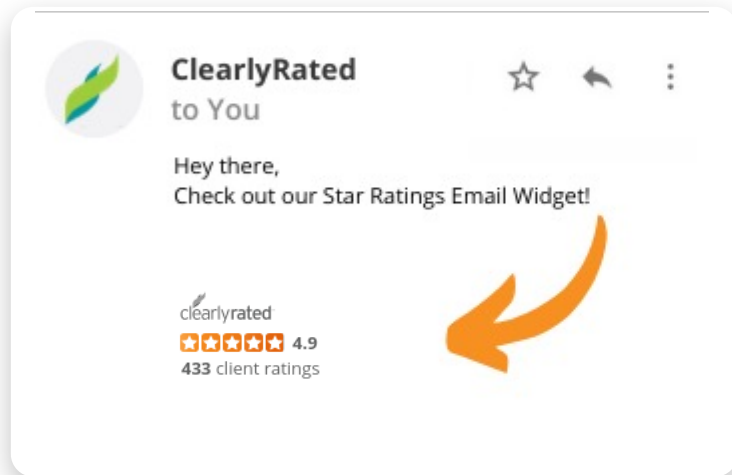
More than **80%** of Best of Accounting participants' ClearlyRated profile pages appear on the **1st page** of local Google search results for a given accounting firm.

We offer many resources to help you increase the value of your ClearlyRated.com profile—including **a complimentary SEO Audit!**

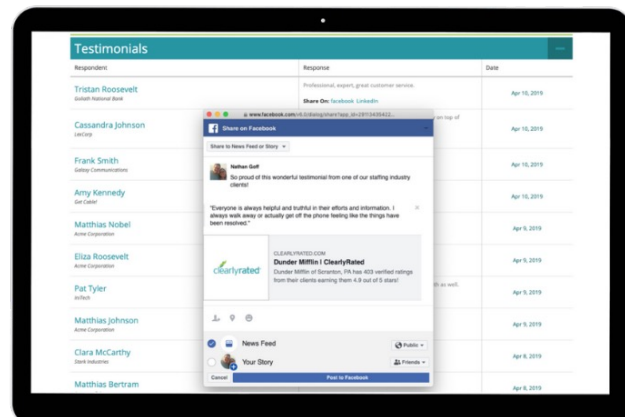
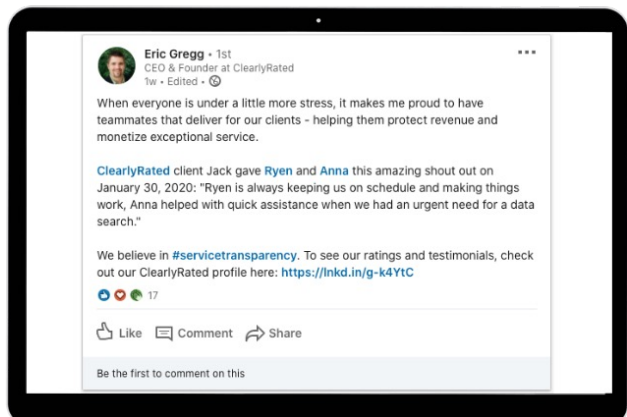
Proof of service has never been more important



Show off star ratings on your website and in your email signatures



Share Testimonials and Shout Outs directly to your social networks



Parting Thought

Customer experience is about
what you do,
not just what you know



Halloween 2013
25 lbs overweight



Halloween 2021
28 lbs overweight

Questions?



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