



5 Things You Should Know About Best of Accounting™ Winners

Kat Kocurek, VP of Marketing at ClearlyRated

Why are we here?



2020 Best of Accounting winners were announced on February 4th!



▷ Alloy Silverstein

▷ Anders CPAs + Advisors

▷ Armanino LLP

▷ Baker Newman Noyes

▷ Belfint Lyons & Shuman, CPAs

▷ BPM

▷ Crowe Soberman LLP

▷ Daszkal Bolton LLP

▷ Davidson & Nick CPAs

▷ DS+B | CPAs + Business Advisors

▷ Freed Maxick

▷ GGFL LLP

▷ Goldin Peiser & Peiser

▷ Halt, Buzas & Powell, Ltd.

▷ Herbein + Company, Inc.

▷ Katz, Sapper & Miller

▷ Kruggel Lawton CPAs

▷ KWC CPAs

▷ Lindquist LLP

▷ LSL CPAs and Advisors

▷ Maloney + Novotny

▷ Mazars USA LLP

▷ McKonly & Asbury

▷ Mowery & Schoenfeld, LLC

▷ Noble Accounting LLC

▷ O&S CPAs & Business Advisors

▷ Perkins & Co

▷ Rehmann

▷ Schneider Downs

▷ Sensiba San Filippo

▷ Skoda Minotti

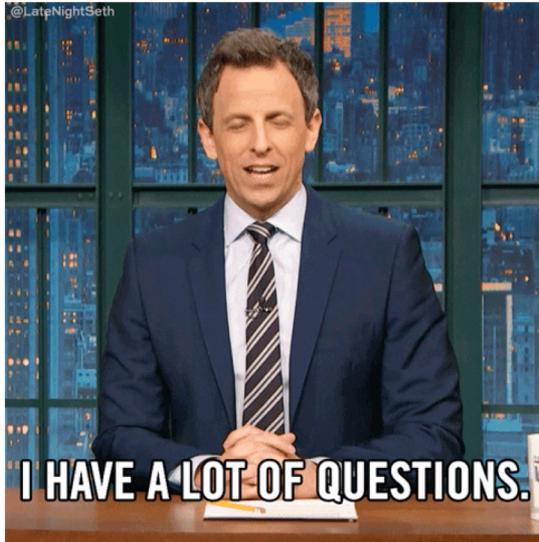
▷ Stern Cohen

▷ TPP

▷ WCS - Weyrich Cronin Sorra



Many of you raised great questions:



What exactly is “Best of Accounting”?

How does a firm earn the designation?

Why should I care about this program?



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About ClearlyRated



Est. 2003

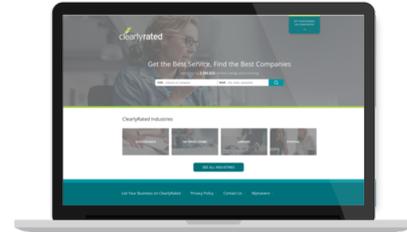
Focus on professional service providers since 2007

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.



Launched July 2018

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

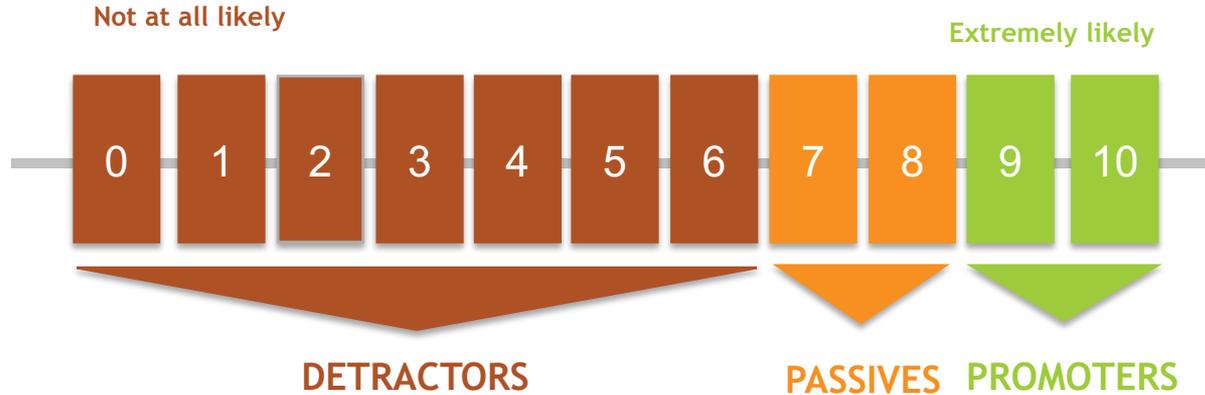
Best of Accounting Winners

5 things
you should know

1. **Winning firms invest in measuring and validating their client satisfaction scores with a proven method through an independent third-party.**
2. Leading providers operationalize feedback from their clients to inform organizational change, business strategy, and growth.
3. Best of Accounting winners can prove that the client experience they deliver outpaces the rest of the industry.
4. Winning firms have created a cultural shift around feedback and client service, favoring transparency and accountability over gut feel and avoidance of conflict.
5. Best of Accounting winners make their client feedback open and available to the public through validated online ratings and testimonials.

Measure the Client Experience with Net Promoter® Score

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

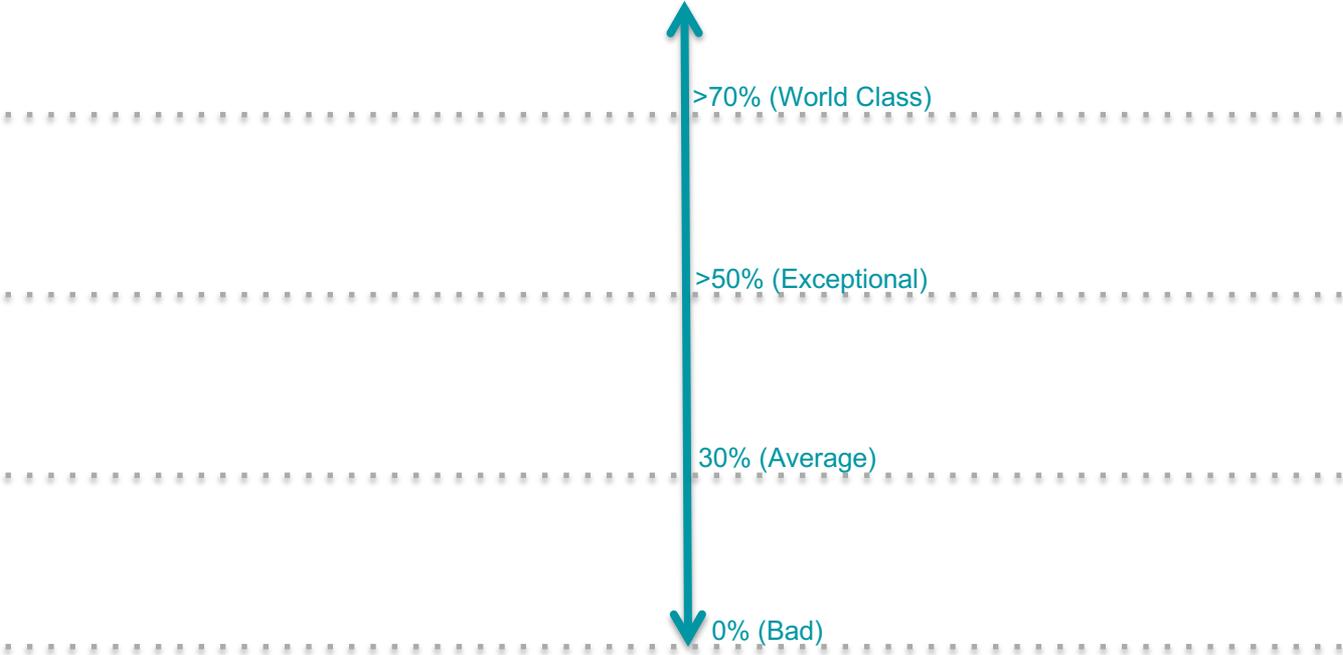


$$\text{Net Promoter® Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

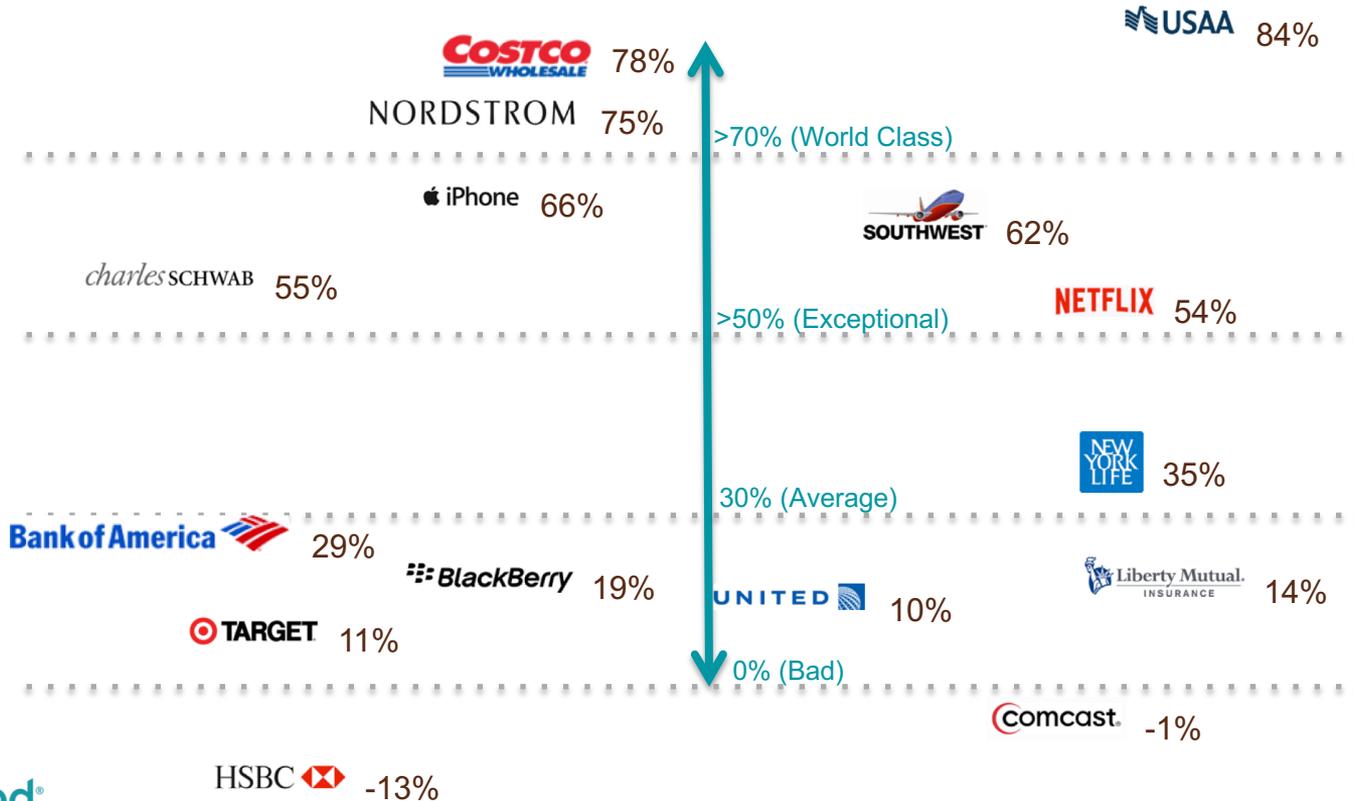
Why Net Promoter® Score?

- Directly tied to growth strategy for service firms – **referrals**.
- Single metric to **benchmark** against the industry and across other world-class service quality organizations.

Global NPS Standards



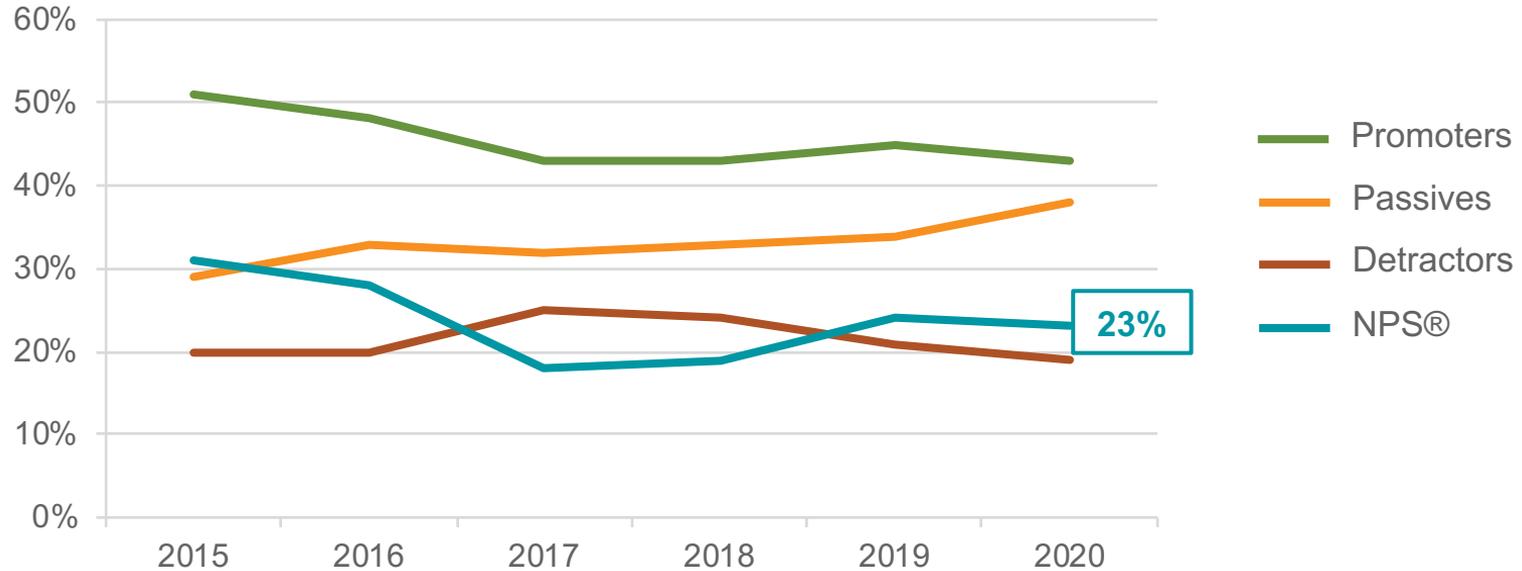
NPS Across Industries



Why Net Promoter® Score?

- Directly tied to growth strategy for service firms – **referrals**.
- Single metric to **benchmark** against the industry and across other world-class service quality organizations.
- Creates service **awareness** and makes service quality an **accessible** goal across the organization.
- Measures **loyalty behavior as a proxy for client perception** – helps client remove their own bias about what constitutes “good” or “great” service.

Accounting Industry NPS® Benchmark



SOURCE: ClearlyRated 2020

Eligibility Requirements



Choose at least 3 consecutive months over the past 12 months



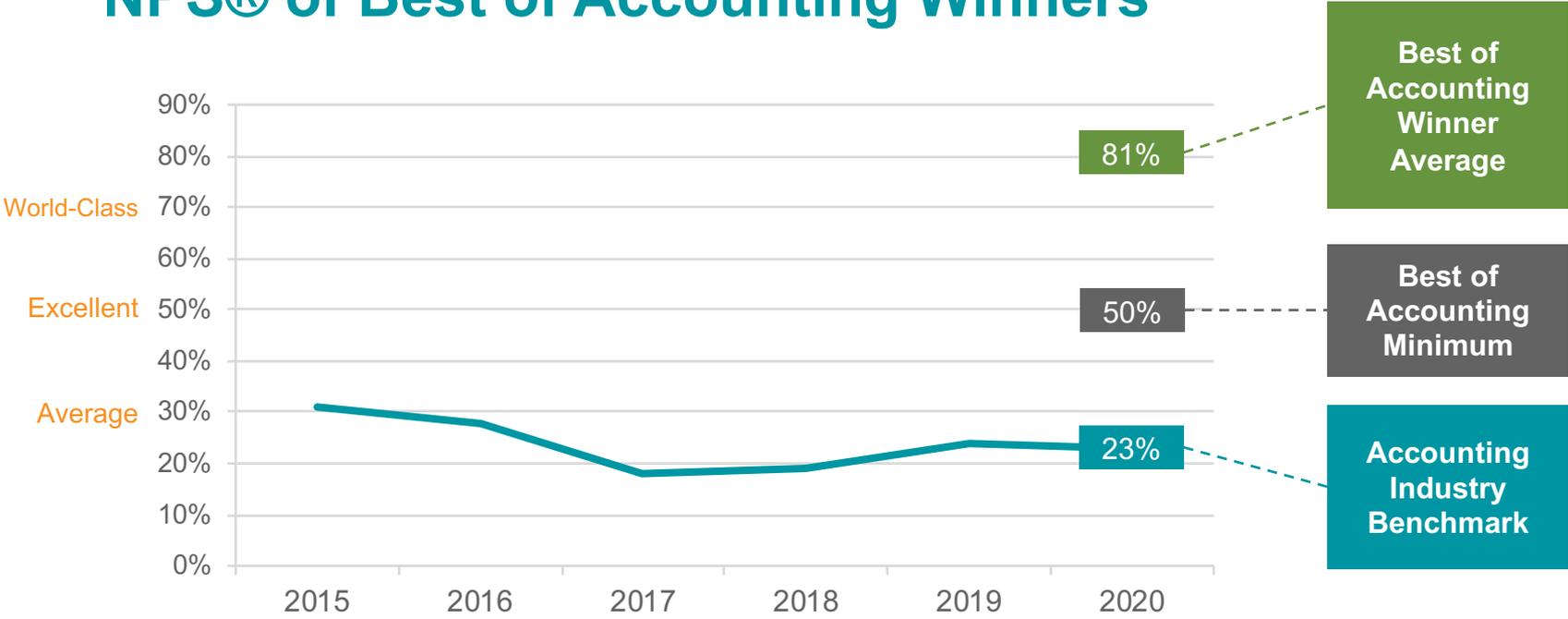
Provide a list of fifty percent (50%) or a minimum of 500 individual contacts who were billed for services during the timeframe.



Achieve an NPS® of 50% or higher



NPS® of Best of Accounting Winners



SOURCE: ClearlyRated 2020

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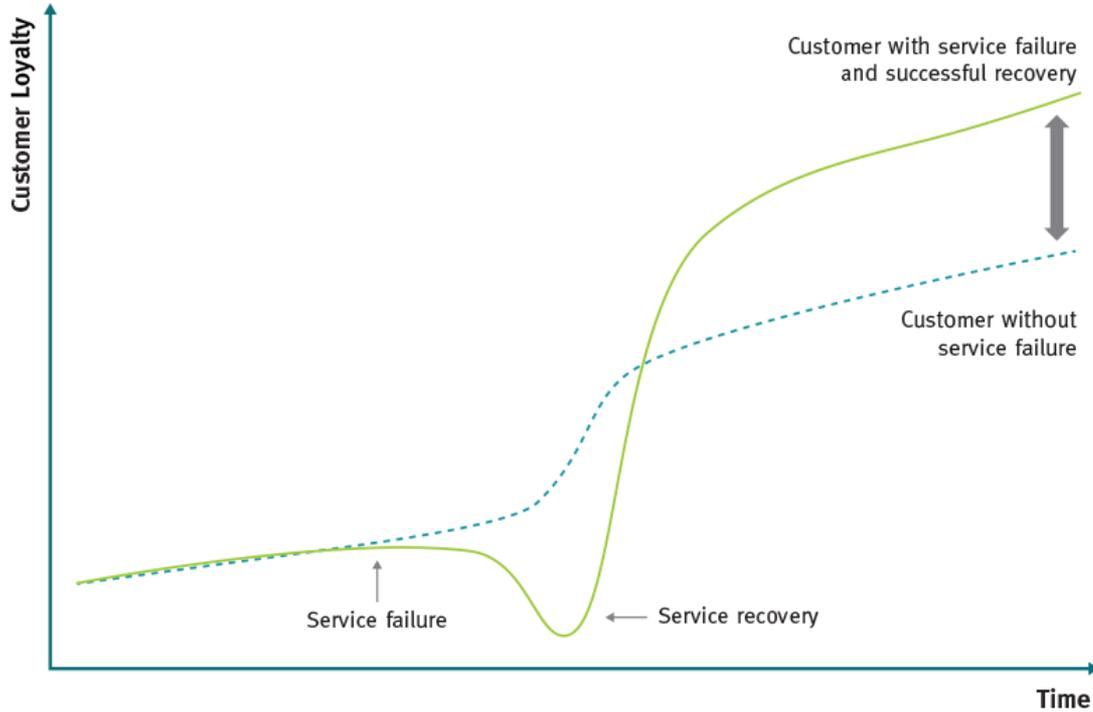
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Beyond a client satisfaction score...

Best of Accounting winners:

- Have processes in place to respond to client feedback in real-time.
 - **Detractors** trigger recovery and follow up.

The Service Recovery Paradox



Beyond a client satisfaction score...

Best of Accounting winners:

- Have processes in place to respond to client feedback in real-time.
 - **Detractors** trigger recovery and follow up.
 - **Promoters** trigger outreach and inquiry about further business and referral opportunities.
 - **Passive** scores trigger outreach about what could be done better.
- Diagnose behaviors and process issues that may be contributing to a low score.
- Leverage qualitative data to inform process evolution and service improvements.

Compared to Detractors, Promoters of their primary accounting firm are...

More committed to only using their current primary accounting firm

2x

more likely to be fully committed

More likely to plan an increase in annual spend with their primary accounting firm

39%

more likely to increase spend

More likely to provide a testimonial for their primary accounting firm

6x

"very likely" to provide a testimonial

More likely to share an online, public review for their primary accounting firm, if asked

42%

more likely to provide an online review

SOURCE: ClearlyRated 2019

Beyond a client satisfaction score...

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- Have processes in place to respond to client feedback in real-time.
 - **Detractors** trigger recovery and follow up.
 - **Promoters** trigger outreach and inquiry about further business and referral opportunities.
 - **Passives** trigger outreach about what could be done better.

Passives Are



More Likely

to use negative words
when describing their
experiences with you



Less Likely

to provide positive
comments in open-ended
survey questions



Generally Not

a high source of
profits for any
business



50% Less Likely

than promoters to
refer you or repurchase
from you

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 - **Detractors** trigger recovery and follow up.
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 - **Passives** trigger outreach about what could be done better.
- Use **NPS drivers** to diagnose behaviors and process issues that may be contributing to a low score.
- Leverage qualitative data to inform process evolution and service improvements.

Quality

The firm delivers high quality, error-free work.

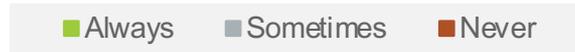


Always Sometimes Never

NPS "Always"	NPS not "Always"	NPS Impact
26%	-15%	41%

Proactivity

The firm is proactive in their approach to helping me.



NPS "Always"	NPS not "Always"	NPS Impact
34%	-7%	41%

Understanding

The firm has a thorough understanding of my needs.



■ Always ■ Sometimes ■ Never

NPS "Always"	NPS not "Always"	NPS Impact
22%	3%	19%

Value

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



Always Sometimes Never

NPS "Always"	NPS not "Always"	NPS Impact
26%	-14%	40%

Responsiveness

Contacts at the firm return my phone calls and emails within 24 hours.



NPS "Always"	NPS not "Always"	NPS Impact
24%	-5%	29%

Beyond a client satisfaction score...

Best of Accounting winners:

- Have processes in place to respond to client feedback in real-time.
 - **Detractors** trigger recovery and follow up.
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 - **Passives** trigger outreach about what could be done better.
- Use **NPS drivers** to diagnose behaviors and process issues that may be contributing to a low score.
- Leverage qualitative data to inform process evolution and service improvements.

“What is the reason behind the rating you provided?”



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

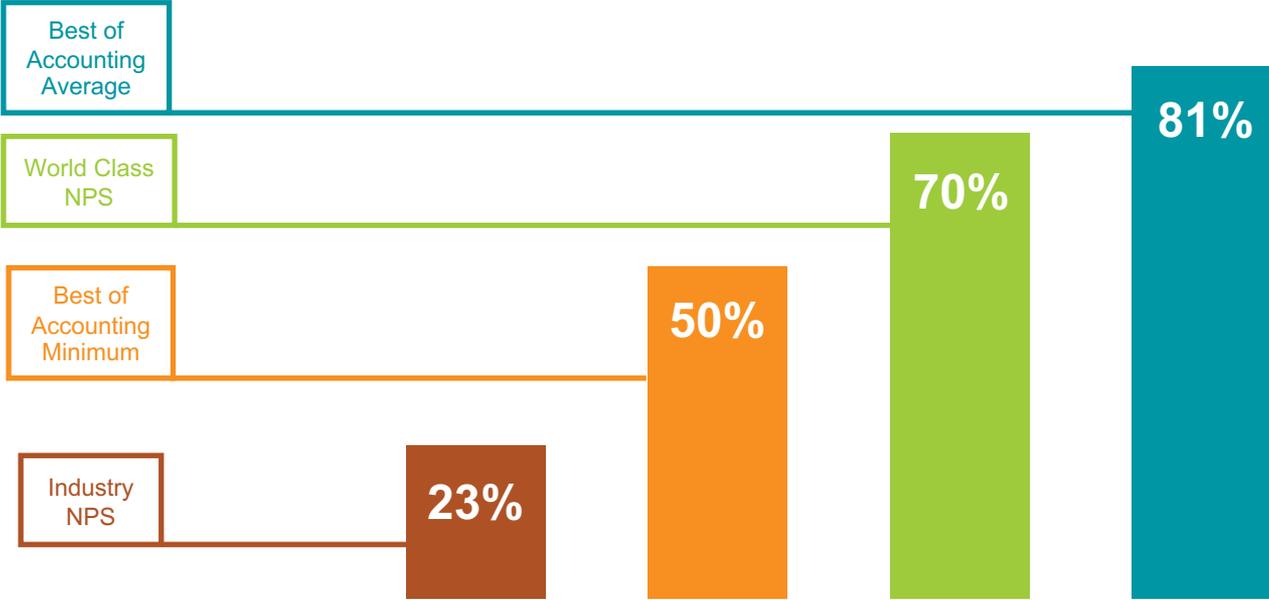


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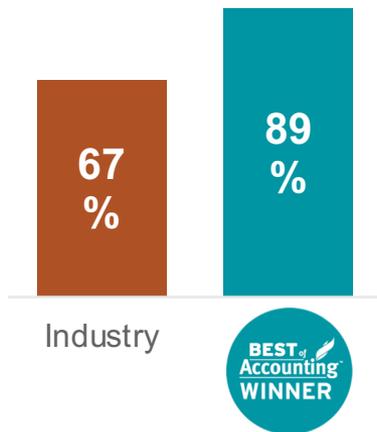
Best of Accounting winners versus the industry



Driver – Quality

Deliver Error-Free Work

% Who 'always' delivers high quality, error-free work.

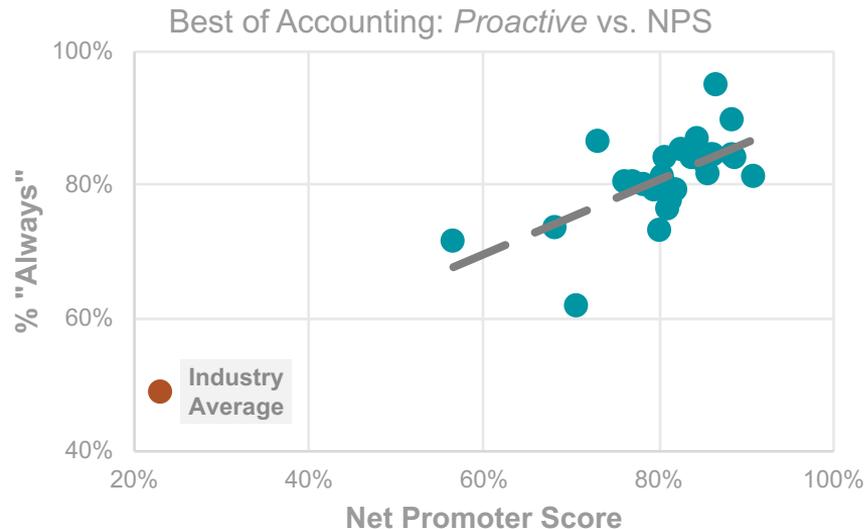
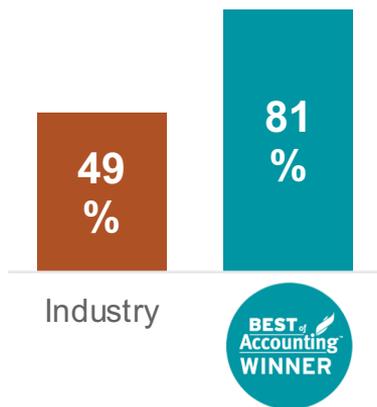


SOURCE: ClearlyRated 2020

Driver – Proactivity

Proactive Account Management

% Who 'always' proactive in their approach to helping me.

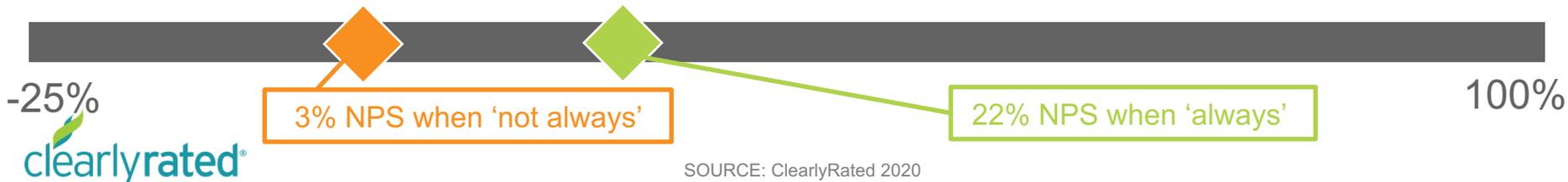
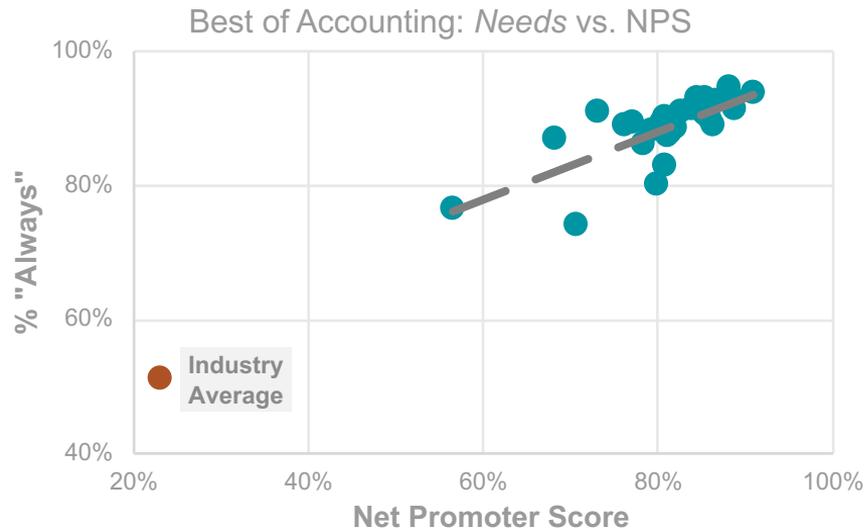
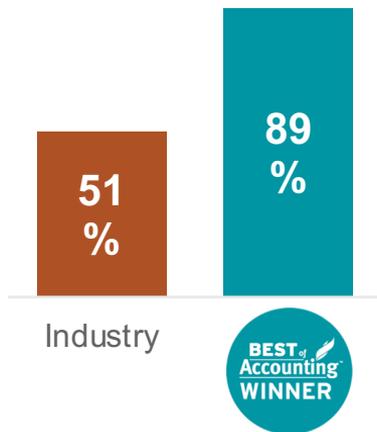


SOURCE: ClearlyRated 2020

Driver – Understanding

Understand Client Needs

% Who 'always' has a thorough understanding of my needs.

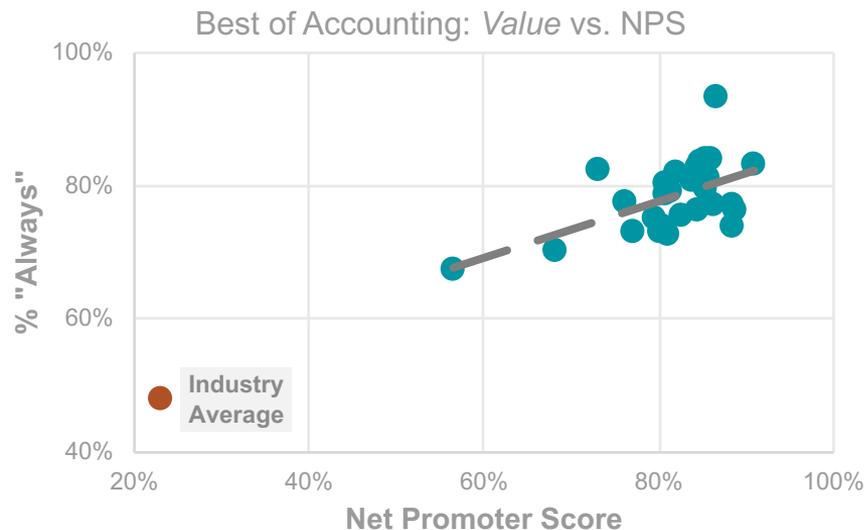
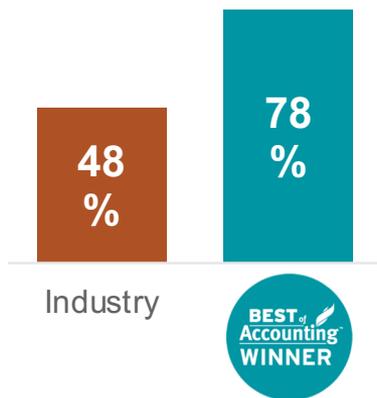


SOURCE: ClearlyRated 2020

Driver – Value

Provide High Value to Clients

% Who 'always' provide a good value, given the cost.

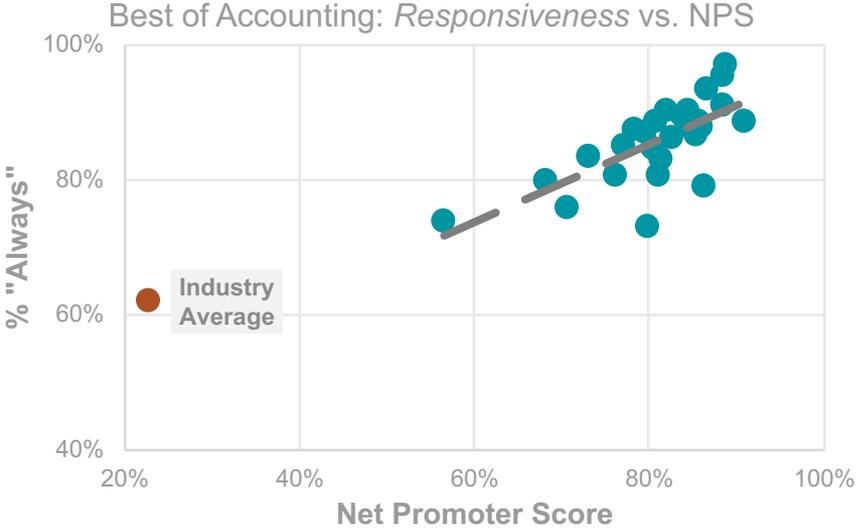
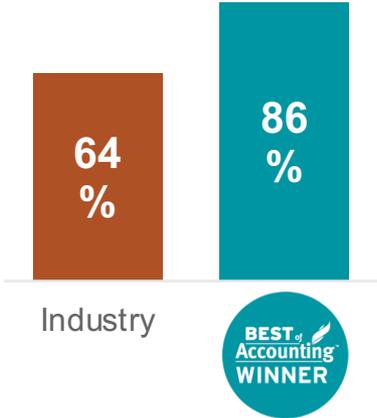


SOURCE: ClearlyRated 2020

Driver – Responsiveness

Get Back to Clients Within 24 Hours

% Who 'always' return phone calls/emails within 24 hours.



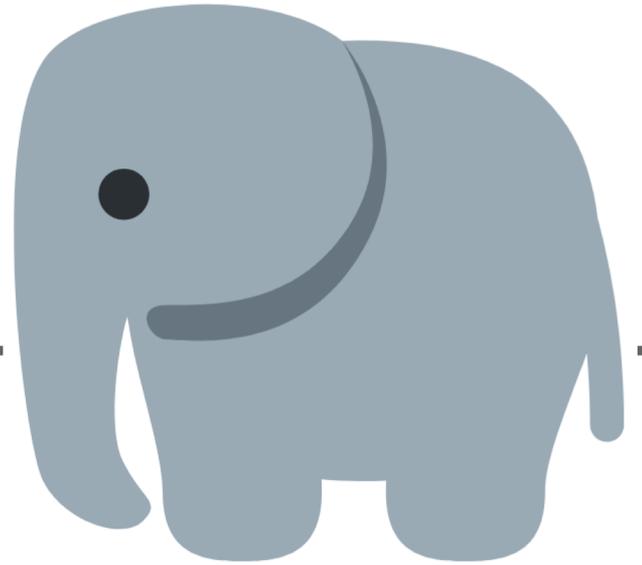
SOURCE: ClearlyRated 2020

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“Not my clients.”





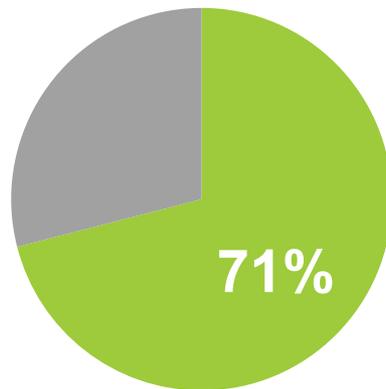
52% of accounting clients report having experienced an issue while working with their firm.

SOURCE: ClearlyRated 2020

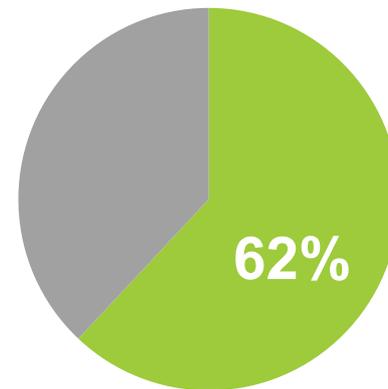
Feedback can be scary.



Clients are ready to be asked about their experience.

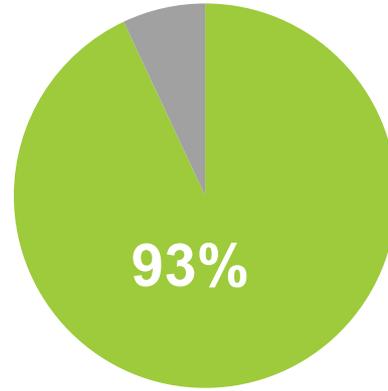


71% of accounting clients say they are more likely to take the time to provide feedback through a survey than in-person.

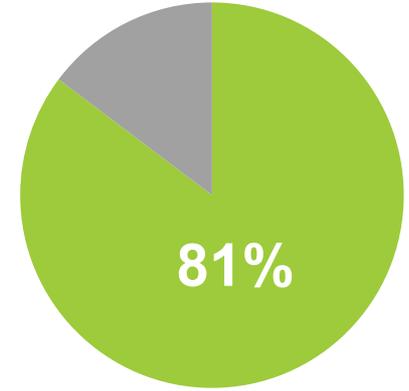


62% of accounting clients say they are more likely to be candid with their feedback in an online survey than in-person.

Asking clients for feedback improves their perception of your firm.



93% of accounting firm clients say it's important to have an open channel of communication to provide feedback to their firm.



81% say that when asked for feedback, their perception of their accounting firm is positively impacted.

It's critical to share survey outcomes with your clients.

2

things you learned
you're doing well

+

1

area you learned
needs improvement

+

1

action you're
taking to improve

Best of Accounting firms recognize their service leaders internally!

Lauren is the absolute best and is always available to assist with our request! She's patient, and truly treats us like a valued client. Thanks for everything, Lauren!

Ryen, has always been responsive and positive to work with! Always feel I can reach out to her with questions. I don't usually need to because all the emails that are sent before - which is amazing!

Always responsive; always human; genuinely interested in our experience with ClearlyRated.

Zita was always "on" responding promptly with exactly the information I needed

You're the best, Bridget! Always going above and beyond for us.

Emilie has been more than great throughout the entire process. She has been thorough about what steps to take and has helped me with all questions I had.

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FIND industry or company

NEAR city, state, zip/postal



Best of Accounting Award Winning Accounting Firms

The best accountants secured the Best of Accounting award by obtaining at least a 50% Net Promoter® score indicating that they provide exceptionally high levels of client service to their accounting clients.

ClearlyRated's Best of Accounting is the nation's only service excellence award for the accounting industry that leverages third party validated survey responses from accounting firm clients. The award program provides statistically valid and objective service quality benchmarks for the accounting industry, revealing which accounting firms deliver the highest quality of service to their accounting clients.

Search ClearlyRated to find accountants that specialize in: audit & assurance, business tax, business valuation, consulting, and personal tax.



2020 Best of Accounting Winners

▶ Alloy Silverstein

▶ KWC CPAs

▶ Anders CPAs + Advisors

▶ Lindquist LLP

▶ Armanino LLP

▶ LSL CPAs and Advisors



FIND industry or company

NEAR city, state, zip/postal



Herbein + Company, Inc. of READING, PA



CLIENT RATING



4.9 for this location based on 173 ratings by clients

[Ratings Details](#)

Herbein + Company, Inc. of Reading, PA has earned the 2020 Best of Accounting award for providing remarkable service to their clients! Herbein + Company, Inc. has 173 verified ratings from their clients earning them 4.9 out of 5 stars!

Within the Accounting industry Herbein + Company, Inc. specializes in: Audit / Assurance, Business Tax, Business Valuation, Consulting, Personal Tax

GET IN TOUCH

[VISIT THEIR WEBSITE](#)

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610-378-0900

Herbein + Company, Inc.

2763 Century Blvd.

Reading, PA 19610

ABOUT HERBEIN + COMPANY, INC. —

Herbein + Company, Inc. is in the Accounting industry with company headquarters in Reading, PA and has 9 Herbein + Company, Inc. locations.

COMPANY AWARDS

4 YEAR WINNER



2020 Best of Accounting Client

[View Their Awards History](#)

How did they win? [▶](#)

COMPANY RATING

Overall rating for 9 locations.

OVERALL CLIENT RATING



4.8 based on 282 ratings

[Ratings Details](#)

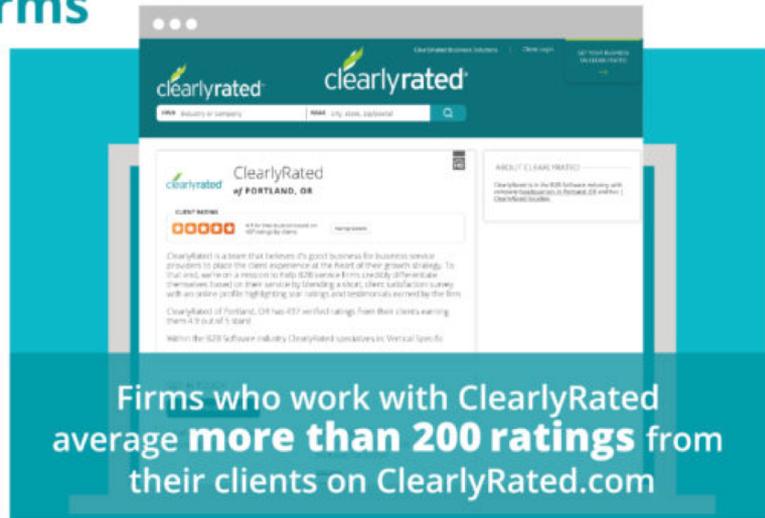
The average accounting firm who surveys their clients with ClearlyRated generates nearly 200-client approved testimonials.



Top 100 Largest Accounting Firms



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.

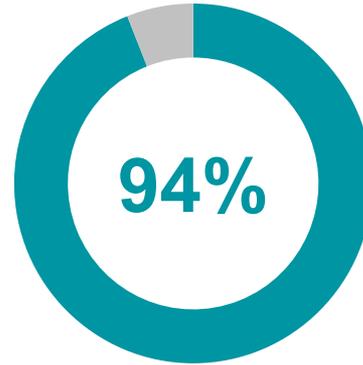
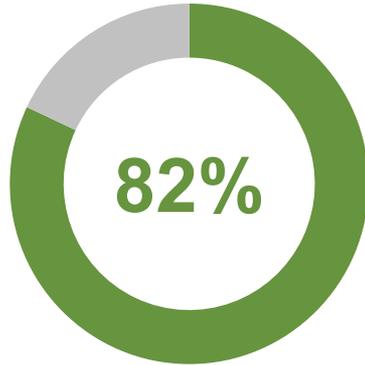
Buyers want to hear from your clients.



"It was a very straightforward and easy process that generated good participation from our clients not to mention significant and valuable feedback that we can work with."

A CLIENT ON JANUARY 22, 2020

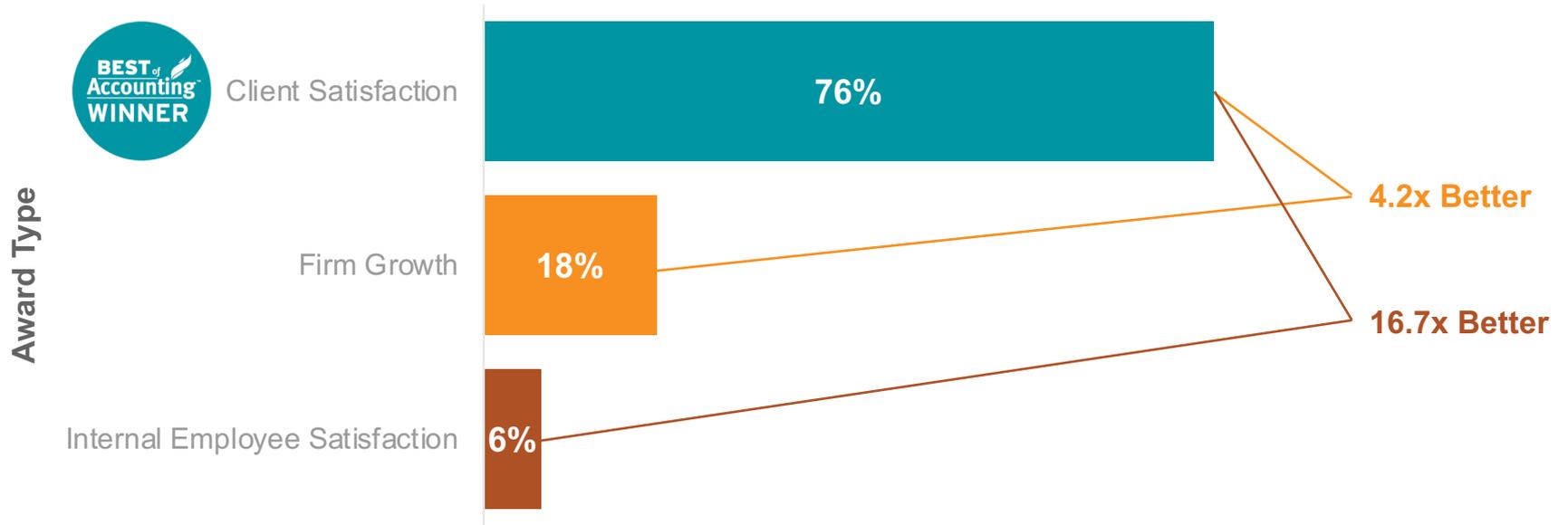
82% of accounting buyers say that ratings and reviews found online have a moderate to significant impact on their decision.



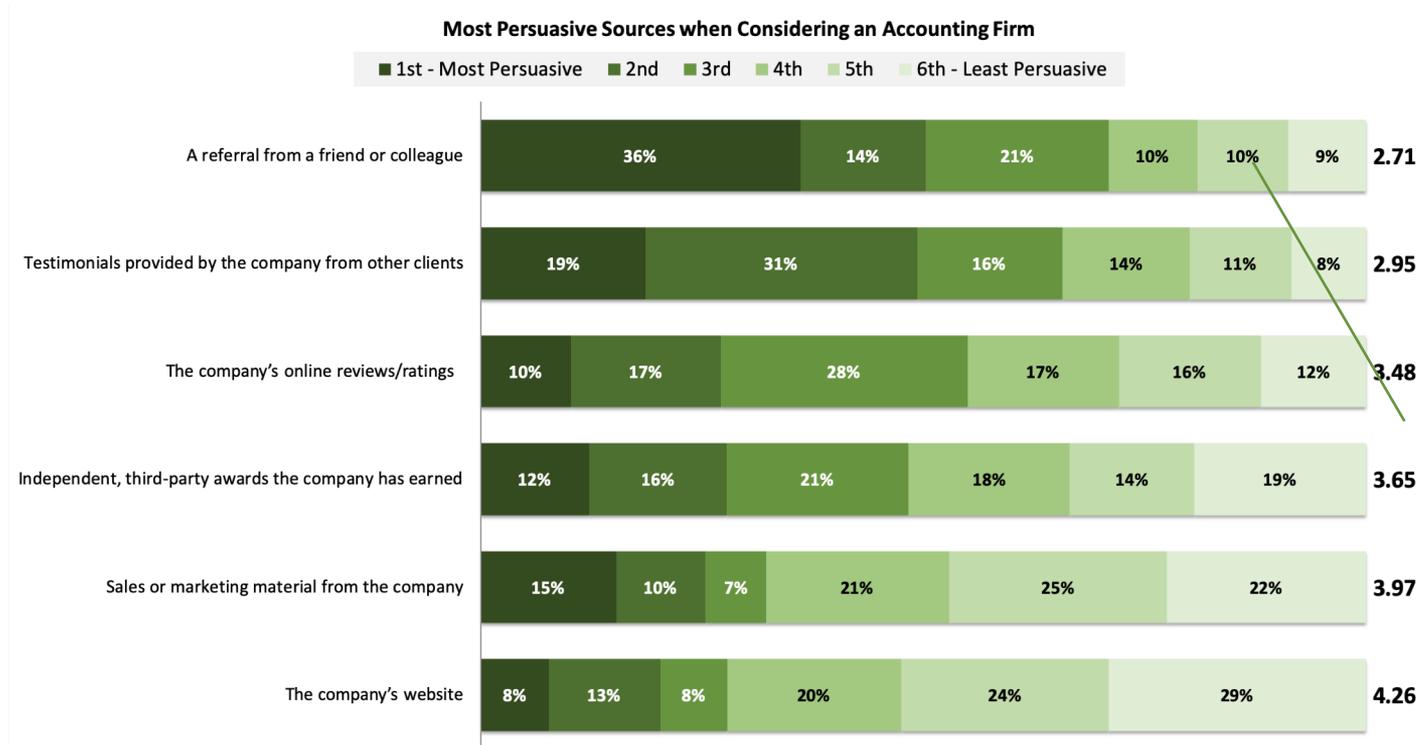
That number jumps to 94% when they were asked about testimonials from other clients.

SOURCE: ClearlyRated 2020

Buyers want to hear from your clients.



Buyers want to hear from your clients.



Thank you so much! What questions do you have for me?





Questions?

Email me: [kat.kocurek@clearlyrated.com](mailto:kate.kocurek@clearlyrated.com)

Visit us online: clearlyrated.com/solutions

Connect with me: linkedin.com/in/katkocurek