



# Client Experience Reimagined

How Best of Accounting™ Drives Growth for Accounting Firms

Eric Gregg, CEO & Founder of ClearlyRated



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



Ask      Analyze      Act

Most Cx            

Reimagined Cx            

**Appreciate**  
internal employees



- ✓ Scores by recruiter and account manager
- ✓ Shout-out recognition
- ✓ Testimonials

**Amplify**  
service wins



- ✓ Client + Talent testimonials
- ✓ Identify referral prospects
- ✓ Enhanced online ratings

**Enhance**  
online reputation



- ✓ Ratings + testimonials at ClearlyRated.com
- ✓ 1<sup>st</sup> page Google brand search 77% of time
- ✓ Improvement to existing ratings

**Acquire**  
new business



- ✓ Strong ratings online
- ✓ Sales enablement
- ✓ Social proof



# What we'll cover today:

- **The Best of Accounting award**—what it is, how it's earned
- **Beyond the award**—financial and operational benefits of Best of Accounting
- **Becoming Best of Accounting**—4 steps to becoming an industry leader in service
- **What you can do now**—next steps to maximizing your time with me today

# How firms earn Best of Accounting

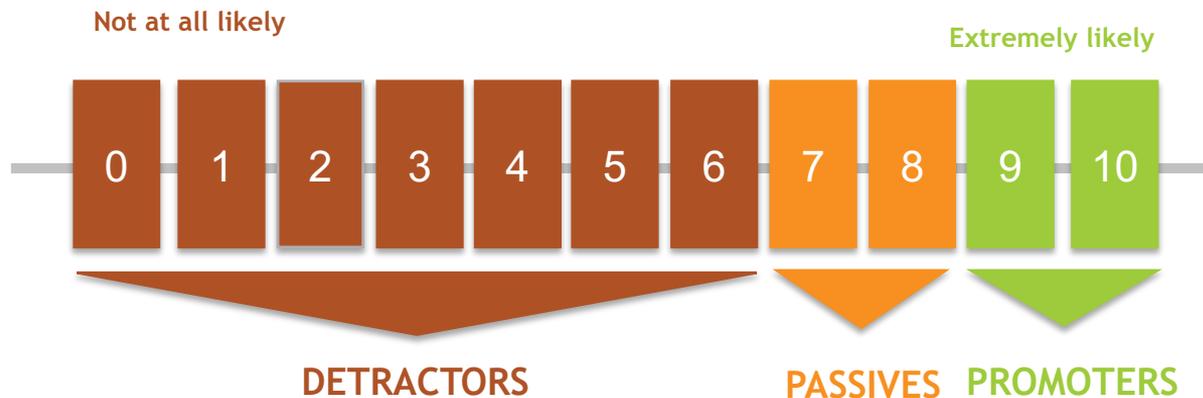


# Best of Accounting—what it means to be a winner

- Best of Accounting participants must 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.
- Participating firms must receive **at least a 20% response rate AND at least 15 responses**, or a **minimum of 250 responses**.
- In order to qualify as “Best of Accounting” - firms must **earn a 50% Net Promoter® Score** (or higher) for client and / or internal employee satisfaction.
- Clients of Best of Accounting winners are **2x as likely to be completely satisfied** with the services provided.
- Fewer than **1% of all accounting firms in the US and Canada** achieve Best of Accounting.

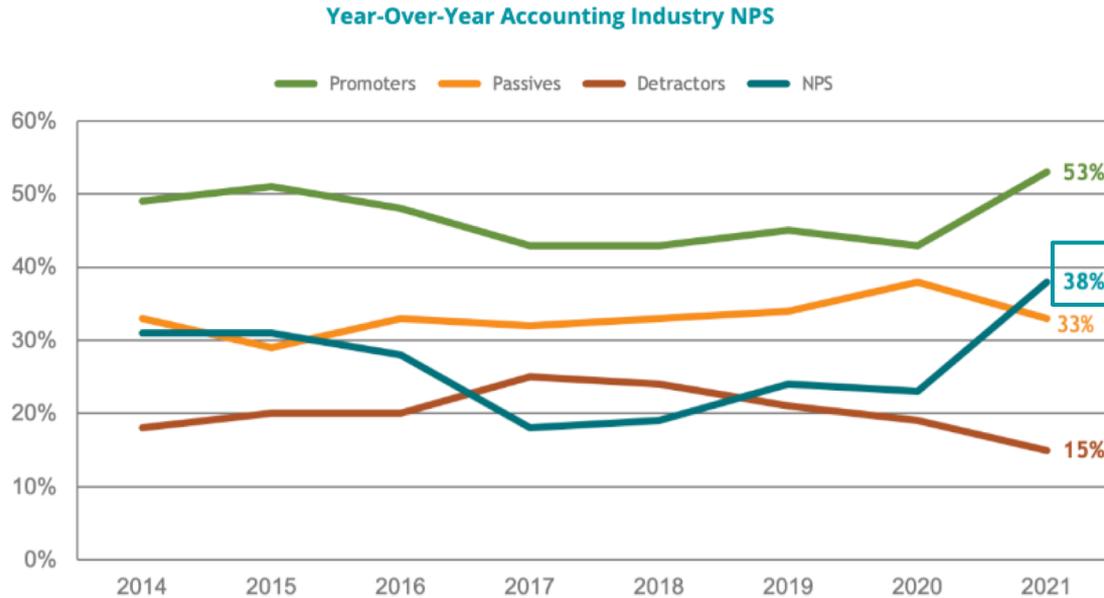
# Best of Accounting is powered by the Net Promoter® Score (NPS®)

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



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

# Accounting Industry NPS® Benchmark



SOURCE: ClearlyRated 2021

# Best of Accounting award for Employee Satisfaction



- The industry's only diversity, equity, and inclusion-focused NPS® employee survey program
- Measure employee satisfaction and understand perceptions about DEI at your firm

# Additional resources...

## About the Net Promoter® Score:

- [Net Promoter Score “Fast Facts”](#)
- [NPS 101 for Accounting Firms](#)
- [2020 Accounting Industry NPS Benchmarks](#)

## About the Best of Accounting™ award:

- [Best of Accounting award overview](#)
- [2021 Best of Accounting Winners—client satisfaction](#)
- [2021 Best of Accounting Winners—employee satisfaction](#)



# **Beyond the Award: What Best of Accounting Delivers**



## Best of Accounting delivers:

- **Real-time feedback from your clients and internal employees.**

# 8-Question Survey

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



## 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

# 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 shows the ClearlyRated dashboard interface. At the top, the URL is <https://dashboard.clearlyrated.com>. The navigation bar includes 'Surveys', 'Contacts', 'Manage', and 'My issues'. The current survey is 'Q2 Survey' for 'Best of Accounting'. Below the survey title, there are buttons for 'Benchmarks', 'Reports', and 'Preview'. The 'Responses' section features a search bar and a table of survey results. The table has columns for NPS score, Respondent name, Response text, Date, and a share icon. Three responses are visible: Gerald Clinton (NPS 7), James Ford (NPS 10), and Anna Truman (NPS 10). The 'Testimonials' section below shows a table with columns for Respondent, Response, and Date. Two testimonials are visible: one from George Pierce (dated Jun 1, 2015) and one from Anna Johnson (dated April).

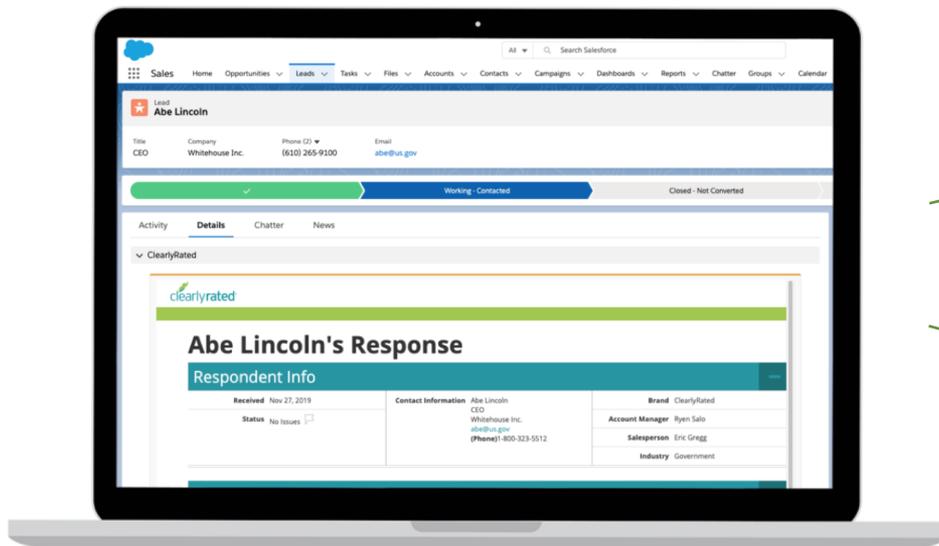
NPS	Respondent	Response	Date	Share
7	Gerald Clinton Great City	"It's a great idea, but a bit complicated and already full schedule. I haven't been able to use the product."		
10	James Ford FBI.com	"Outstanding service and value." "Excellent service by our partner. She's very on top of things!"	Mar 4, 2015	
10	Anna Truman Beverly Hills	"Professional, expert, great customer service." "Timely response and availability to meet our needs."	Mar 4, 2015	

Respondent	Response	Date
George Pierce Beverly Hills	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 April	"Your firm always provides on budget and accurate services. A trusted advisor and true extension of my team."	

Plus/Enterprise reporting package shown.

# Integrations provide contact-level views in your native CRM:



Microsoft  
Dynamics 365

More info here:

<https://www.clearlyrated.com/solutions/integrations/>

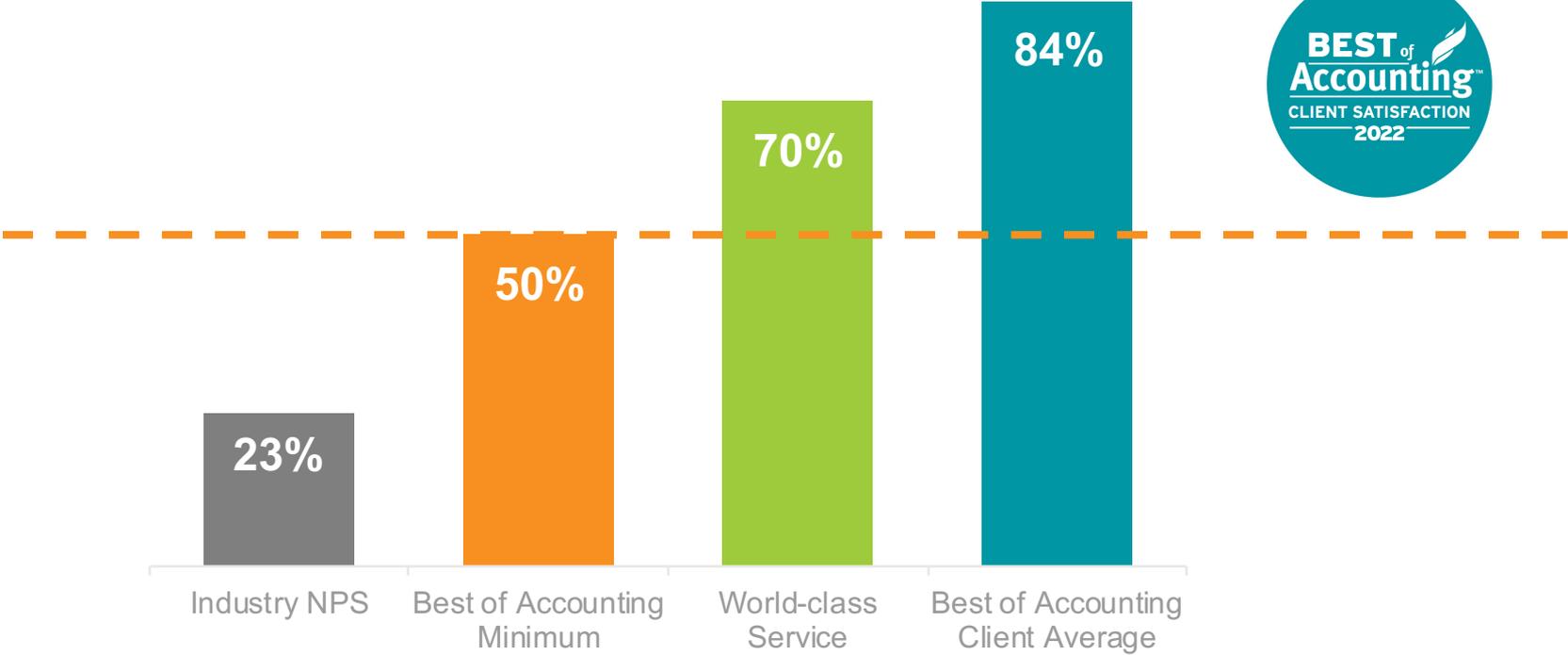




## Best of Accounting delivers:

- Real-time feedback from your clients and internal employees.
- **Benchmarking to help you measure service performance against the industry.**

# Best of Accounting winners versus the industry



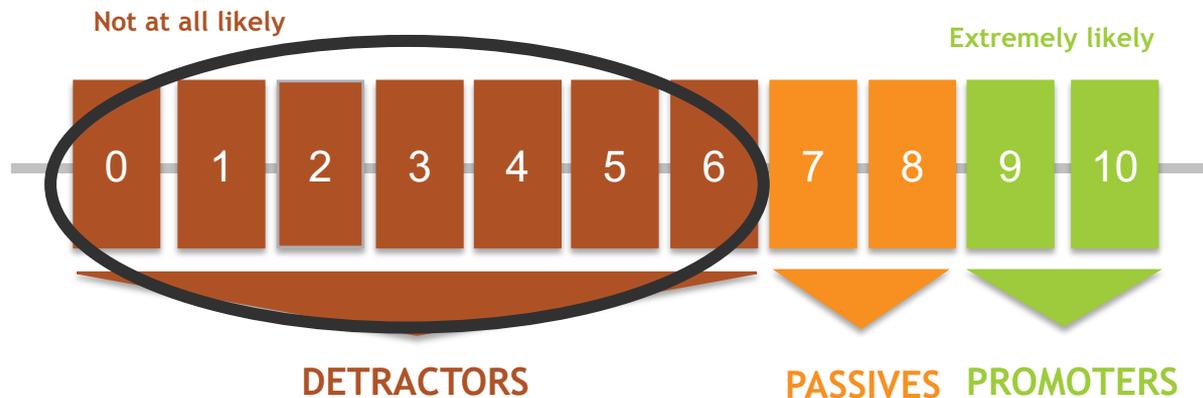


## Best of Accounting delivers:

- 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.**

# 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?



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

# 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](mailto: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](#)

More info here:

<https://www.clearlyrated.com/solutions/never-miss-out-on-a-critical-client-conversation-again-with-clearlyrateds-real-time-detractor-notifications/>



# 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.

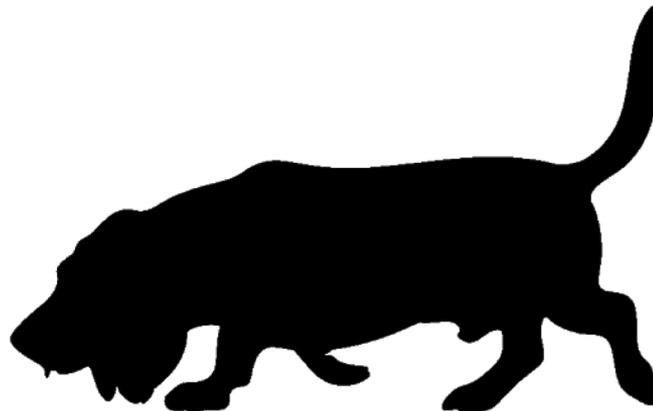
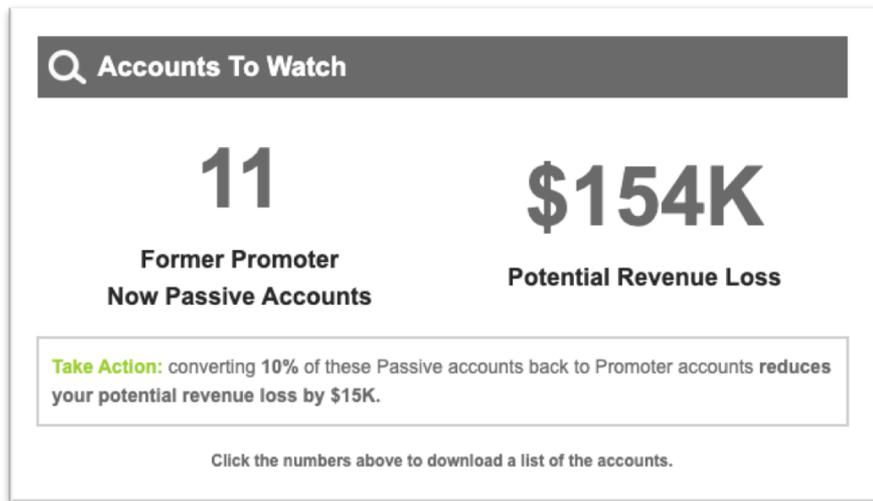
The **NPS Financial Impact Report** helps accounting firms translate their real-time client feedback data into actionable information that protects revenue.

More info here:

<https://www.clearlyrated.com/solutions/leverage-your-survey-results-into-business-growth-with-clearlyrateds-financial-impact-report>



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



More info here:

<https://www.clearlyrated.com/solutions/leverage-your-survey-results-into-business-growth-with-clearlyrateds-financial-impact-report>

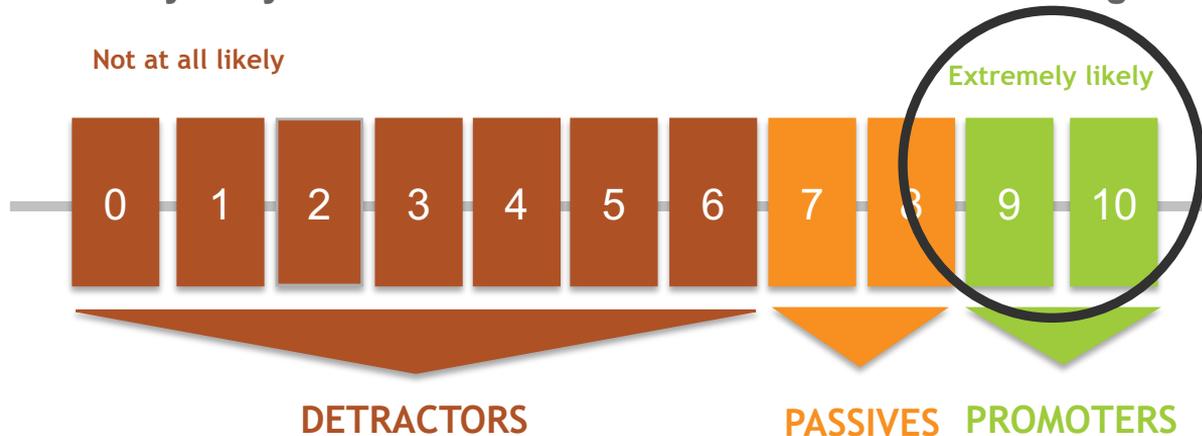


## Best of Accounting delivers:

- 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.**

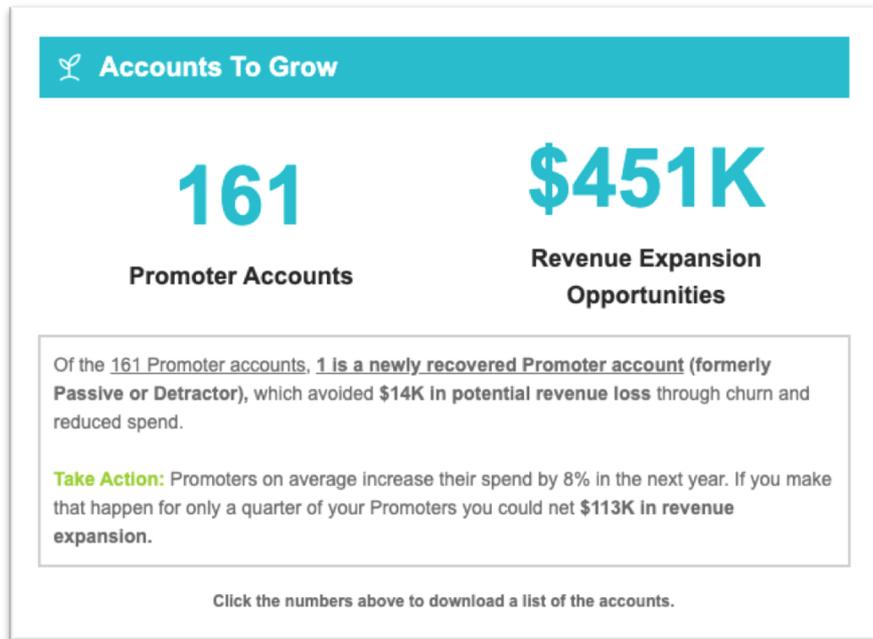
# Look to Promoters for additional business, and work with Passives to expand loyalty

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



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

# 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.

More info here:

<https://www.clearlyrated.com/solutions/leverage-your-survey-results-into-business-growth-with-clearlyrateds-financial-impact-report>



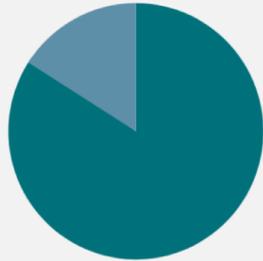


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- Approved testimonials from your happiest stakeholders.

# Testimonials carry high strategic value for prospects

## Buyer Sentiment: B2B Purchasing

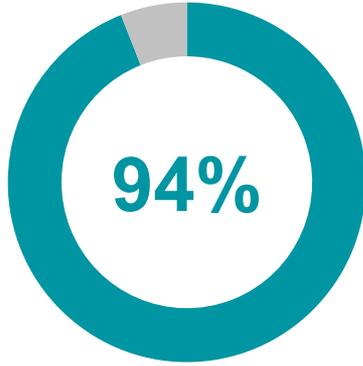


**84%**  
trust testimonials.



**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



94% of accounting buyers say that client testimonials have an impact on their decision.

**More than 8 in 10** accounting firm clients would be willing to share a testimonial.



But **fewer than 2 in 10** have been asked to do so.



# Best of Accounting generates automated, approved testimonials at scale

**Satisfaction Survey**

Based on your most recent experience, how likely is it that you would recommend Wexler 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 is the primary reason behind the rating you provided?

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

In the Best of Accounting survey, 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.**

More info here:

<https://www.clearlyrated.com/solutions/how-to-capture-critical-testimonials-with-clearlyrated/>

# Best of Accounting generates automated, approved testimonials at scale

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



More info here: <https://www.clearlyrated.com/solutions/96-of-accounting-firms-that-survey-their-clients-with-clearlyrated-report-a-positive-roi/>



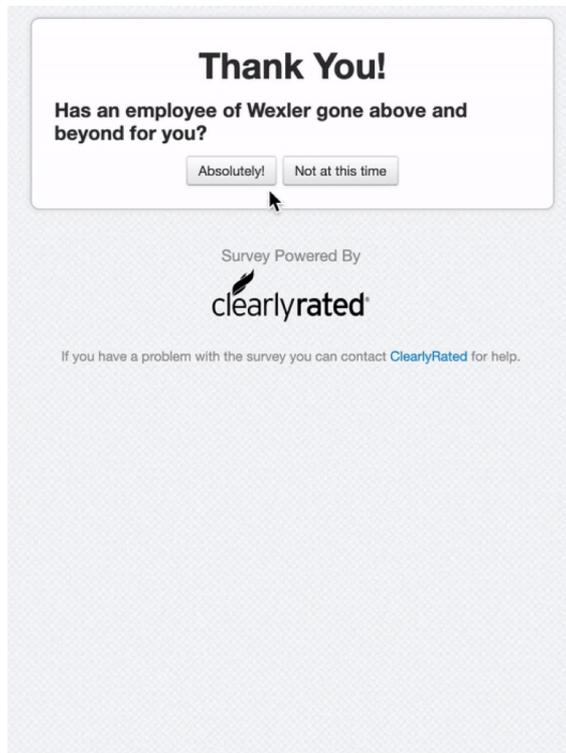
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- Approved testimonials from your happiest stakeholders.
- **A chance for clients and to recognize star performers on your team.**

# Recognizing high performers isn't just good for morale, it's critical for your business

- **53%** of employees say that feeling **more appreciation** from their boss **would help them stay longer at their company**. (Glassdoor)
- **82%** of employees in the U.S. **don't feel that their supervisors recognize them enough** for their contributions. (Harvard Business Review)
- **40%** of workers say they **would put more effort** into their work **if they were recognized more frequently**. (Harvard Business Review)

# 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.

In the Best of Accounting survey, 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.

More info here:

<https://www.clearlyrated.com/solutions/clearlyrated-shout-out-feature-harnesses-positive-client-feedback-to-boost-employee-engagement/>

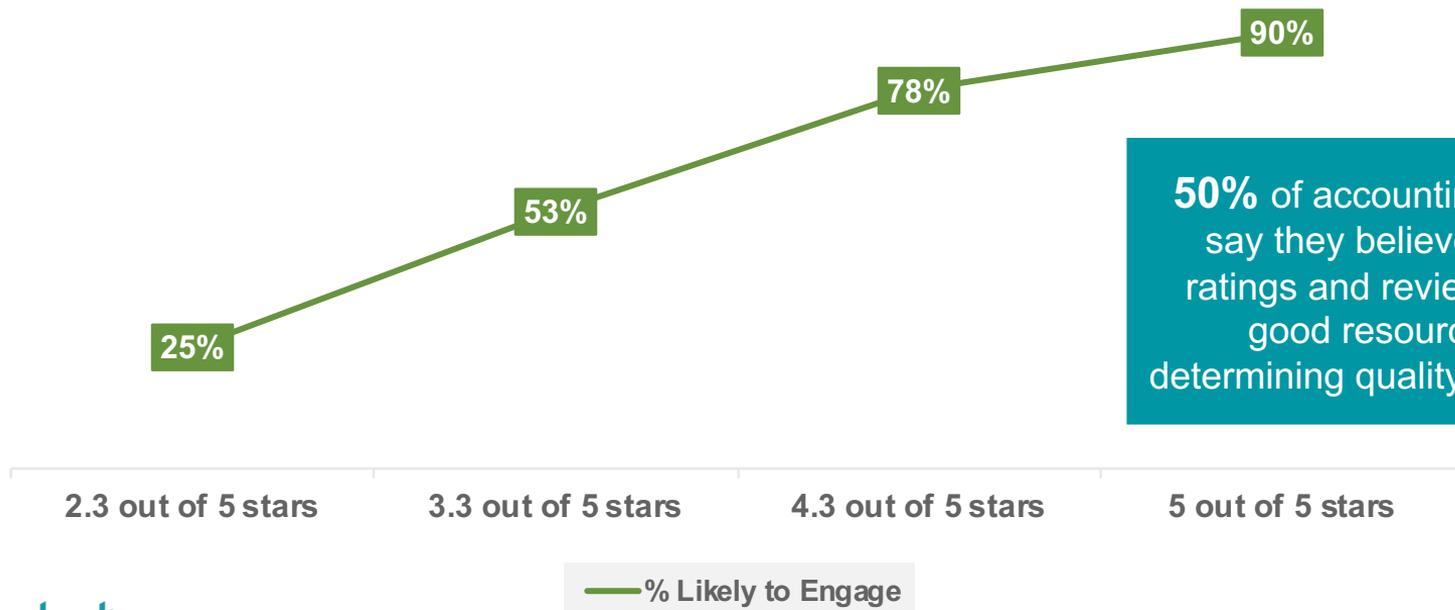


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- A chance for clients to recognize star performers on your team.
- **Indexed client ratings to improve the reputation of your brand online.**

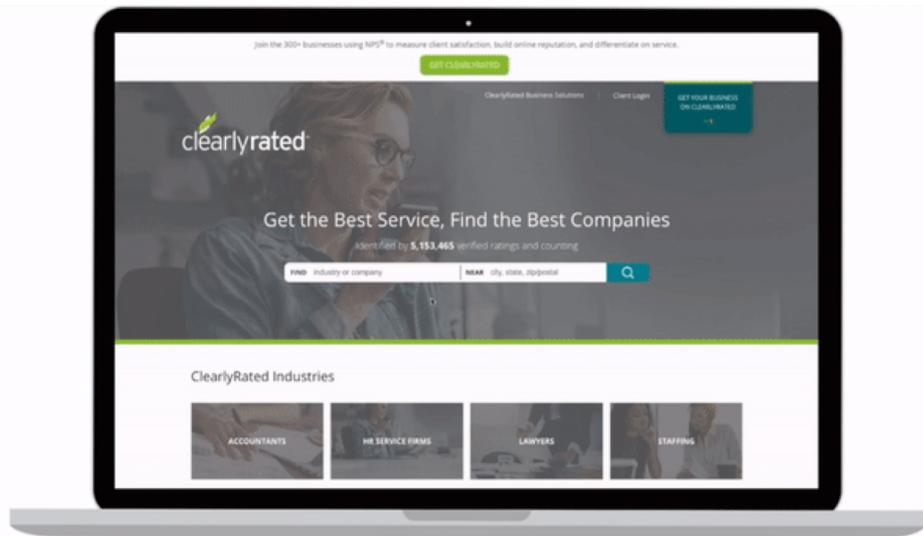
# Online ratings provide prospects with high value data about your firm's reputation

How likely are you to engage with an accounting firm you are considering that has online ratings of...



**50%** of accounting buyers say they believe online ratings and reviews are a good resource for determining quality of the firm

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



- **Searchable:** ClearlyRated.com is a searchable online directory where providers of business services can be found by industry, city, state, or postal code.
- **Online Ratings:** Prospects and buyers can search for transparent, validated client ratings, testimonials, and award history for B2B service firms.
- **Social Proof:** Validated client ratings deliver what your prospects need the most: instant, credible proof of the caliber of service that your firm provides.

More info here: <https://www.clearlyrated.com/solutions/online-directory/>



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

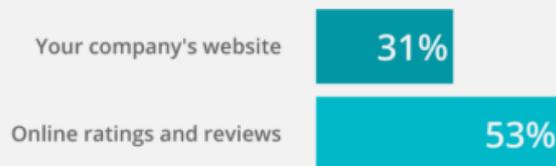
## Persuasiveness of Online Ratings & Reviews

### Impact of Online Ratings & Reviews



**87%** of buyers say that online ratings and reviews have an impact on their decision to work with a B2B service provider.

### Buyer Perception of Persuasiveness



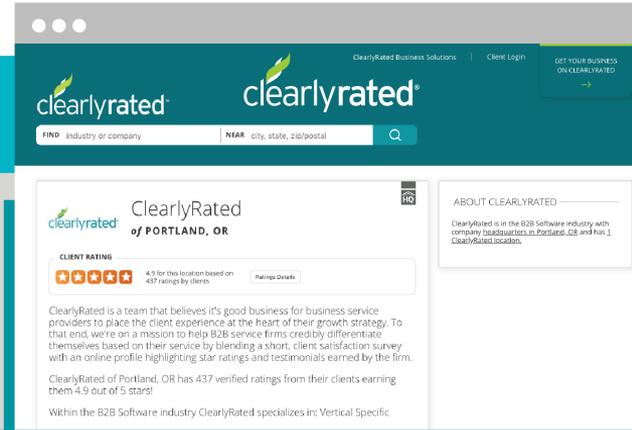
Buyers are **1.7x** more likely to be persuaded by online ratings and reviews than your company's website.

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

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



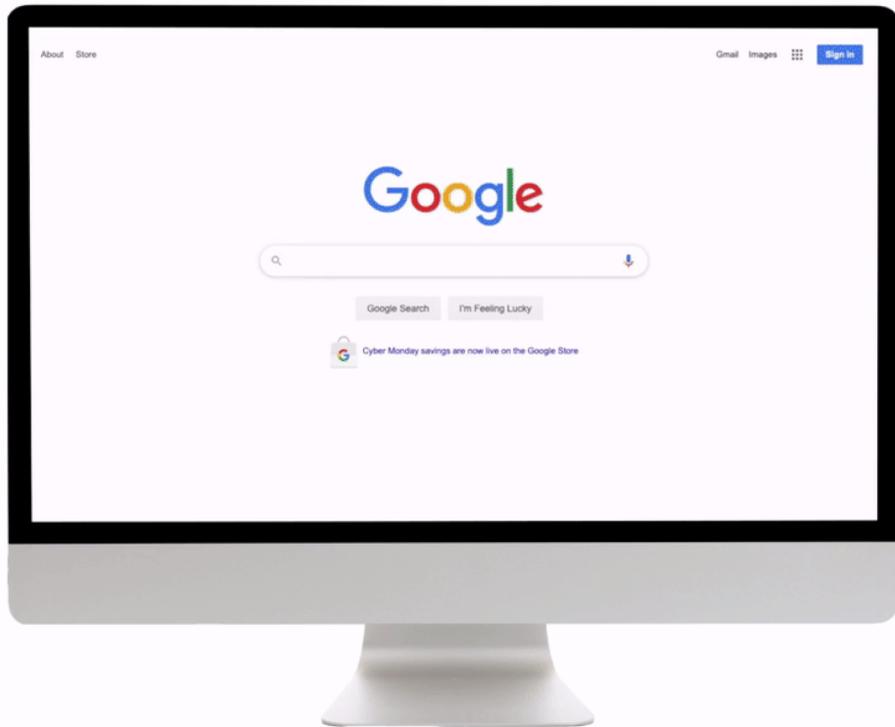
Firms average **less than 5 reviews** on sites such as Google & Yelp



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 **first page** of local Google search results for a given accounting firm.

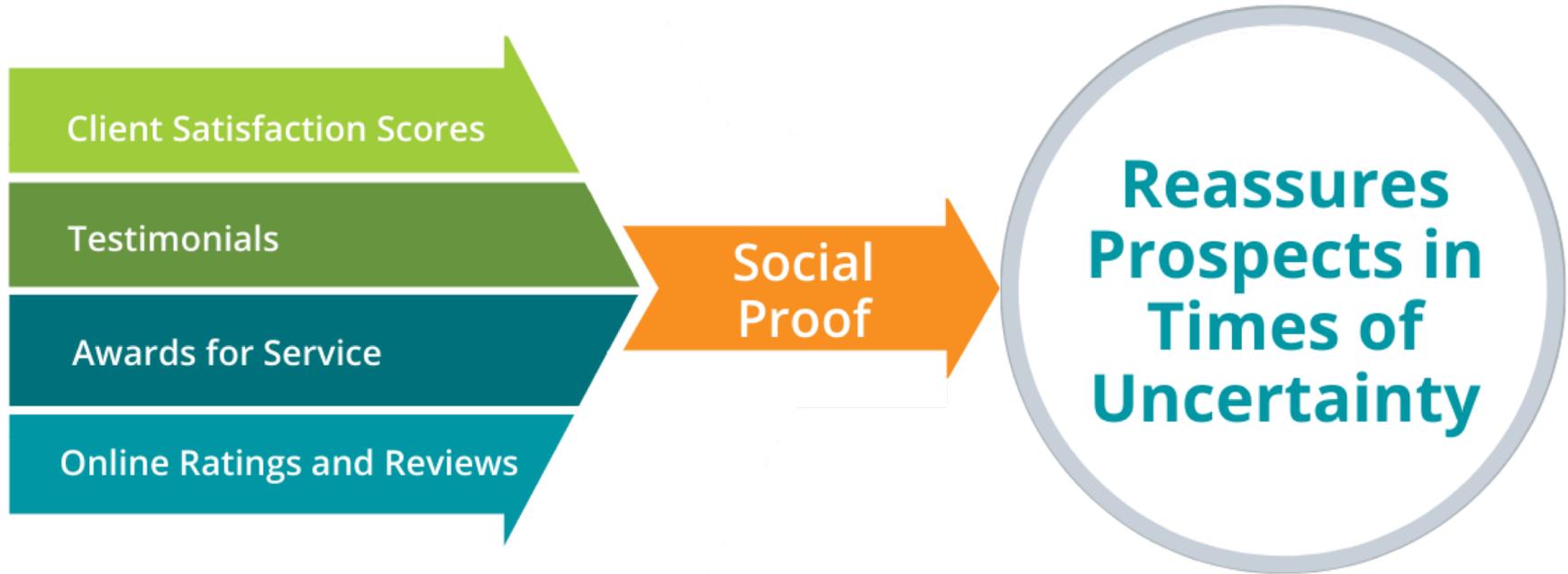
We offer many resources to help you increase the value of your ClearlyRated.com profile—including **a complimentary SEO Audit**.



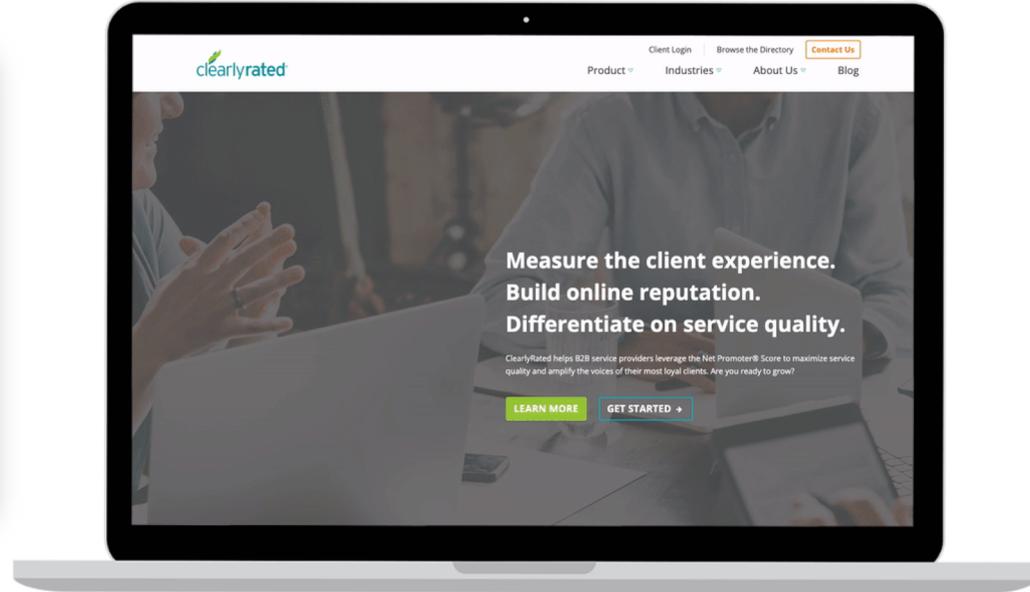
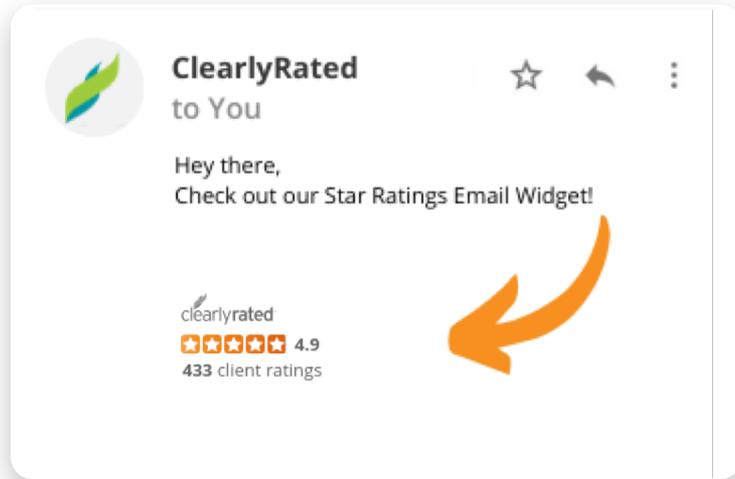
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- A chance for clients to recognize star performers on your team.
- Indexed client ratings to improve the reputation of your brand online.
- **Key marketing resources (and templates!) to help your firm share your proof of service.**

# Proof of service has never been more important



# Show off star ratings on your website and in your team's email signatures

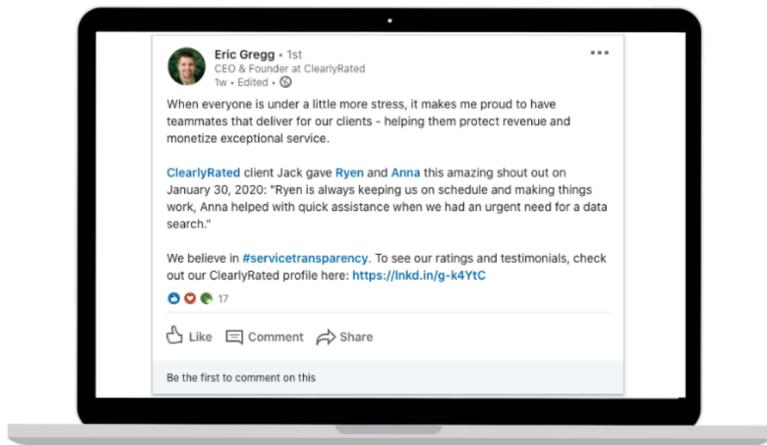


More info here:

<https://www.clearlyrated.com/solutions/star-ratings-email-widget-highlights-client-ratings-in-corporate-email-signature/>

# Share Testimonials and Shout Outs directly to your social networks

## LinkedIn



## facebook



More info here: <https://www.clearlyrated.com/solutions/social-sharing-feature/>



# Share Testimonials and Shout Outs directly to your social networks

The screenshot shows the ClearlyRated dashboard interface. At the top, there is a navigation bar with the logo and menu items: Knowledge Center, Schedule, Surveys, Online Profile, Contacts, Manage, and My Issues. Below the navigation bar, the main content area displays the client name 'Client May 2020' and a list of data categories. The categories are: Data Trends, NPS Drivers, Brands, Years, Quarters, Months, Account Managers, Salesperson, Industries, Survey Audience, and Product. Each category has a download icon and a plus sign. On the left side, there is a sidebar with 'Quicklinks' and a 'Switch Survey' dropdown menu set to 'May 2020'.

More info here:

<https://www.clearlyrated.com/solutions/social-sharing-feature/>



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A photograph of two women in a professional setting, possibly a meeting or office. The woman on the left is looking down thoughtfully, while the woman on the right is looking at a laptop screen. The image is overlaid with a semi-transparent green filter.

# **Becoming Best of Accounting: 4 Steps to Becoming an Industry Leader in Service**

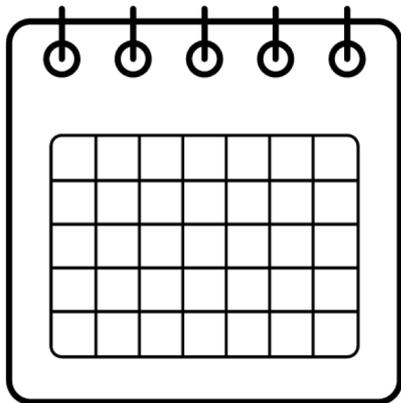
# 4 Steps to Becoming an Industry Leader in Service

1. Commit to asking your key stakeholders for feedback.
2. Commit to taking action on that feedback.
3. Differentiate with credible proof of service.
4. Build a flywheel of service excellence.

# 4 Steps to Becoming an Industry Leader in Service

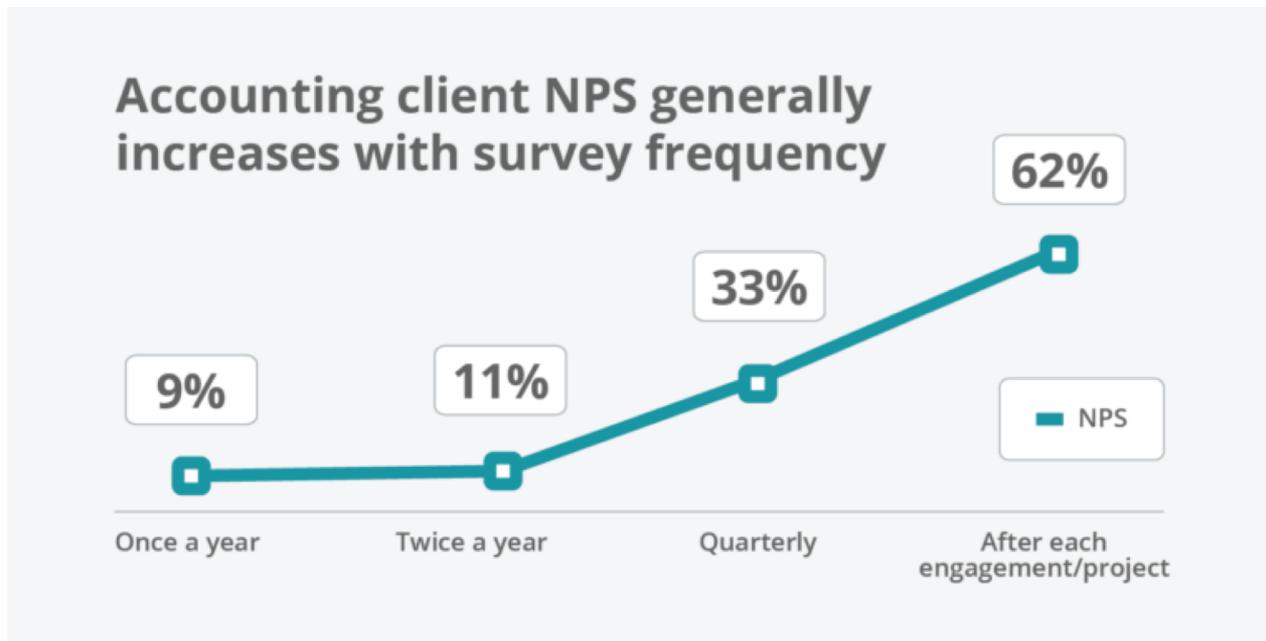
1. **Commit to asking your key stakeholders for feedback.**

# How often should your firm survey clients and employees?



- At least annually, more than annually is better.
- The ideal survey cadence invites feedback at **critical moments in the relationship.**

# A more regular survey cadence can drive higher satisfaction



More info here: <https://www.clearlyrated.com/solutions/accounting-client-survey-frequency-tied-to-accounting-firm-nps/>

# 4 Steps to Becoming an Industry Leader in Service

1. Commit to asking your key stakeholders for feedback.
2. **Commit to taking action on that feedback.**

80



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

/

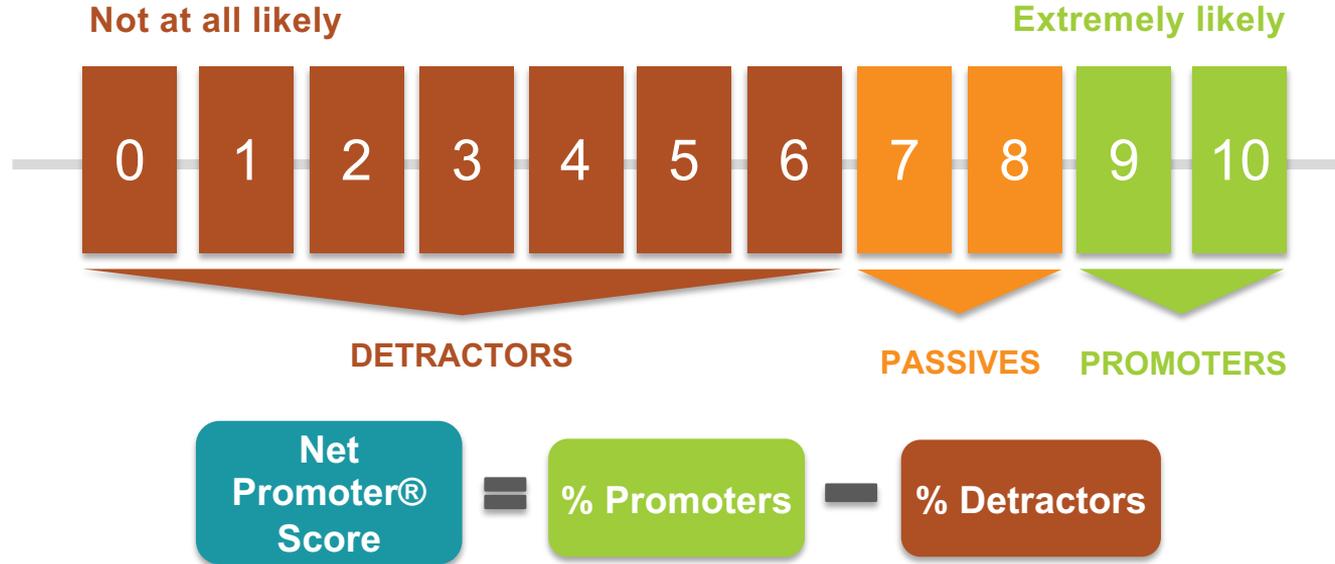
20



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

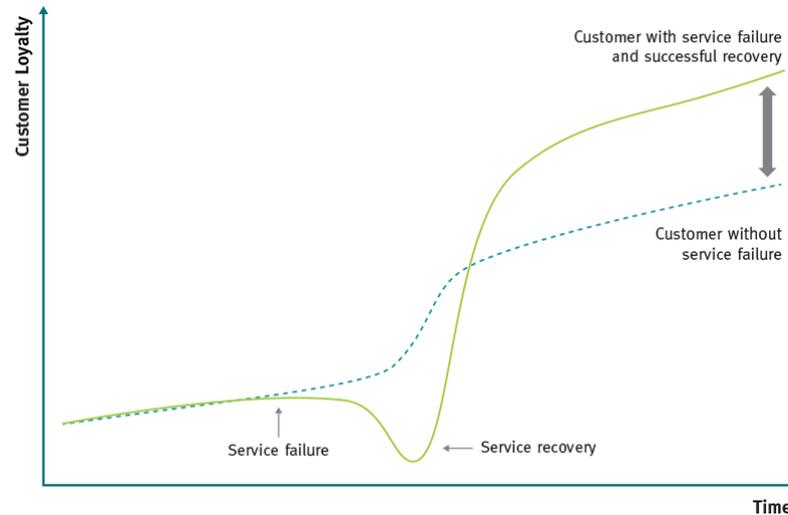
# NPS® provides immediate opportunities to take strategic action

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



# Best of Accounting firms have processes in place to respond to feedback as it comes in:

- **Detractors** trigger recovery and follow up.



# Best of Accounting firms have processes in place to take action on feedback:

- **Detractors** trigger recovery and follow up.
- **Promoters** trigger outreach and inquiry about further business and referral opportunities.

**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

# Best of Accounting firms have processes in place to take action on feedback:

- **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

# Best of Accounting firms have processes in place to take action on feedback:

- **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.

In addition to action taken at the respondent-level, Best of Accounting firms:

- Use **NPS drivers** to diagnose behaviors and process issues that may be contributing to a low score.
- Analyze and report on data so that it can be integrated into firm-wide processes.

# 4 Steps to Becoming an Industry Leader in Service

1. Commit to asking your key stakeholders for feedback.
2. Commit to taking action on that feedback.
3. **Differentiate with credible proof of service.**

# It's hard to differentiate on service without proof



*"BDO brings world-class resources and exceptional service to each and every one of our clients."*



*"At RSM, our client-centric approach is grounded in our strong industry perspective and desire to deliver unparalleled client experiences."*



*"From our origins in 1919, an innovative and client-centric culture has flourished at CohnReznick."*

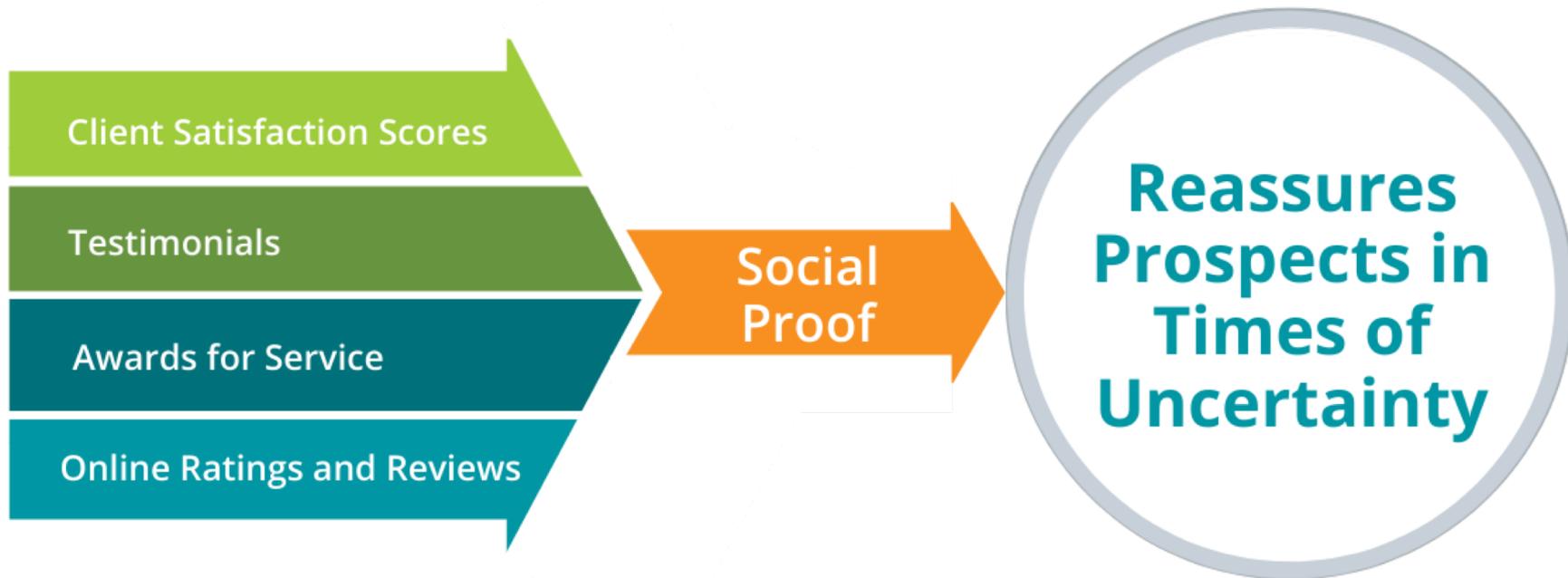


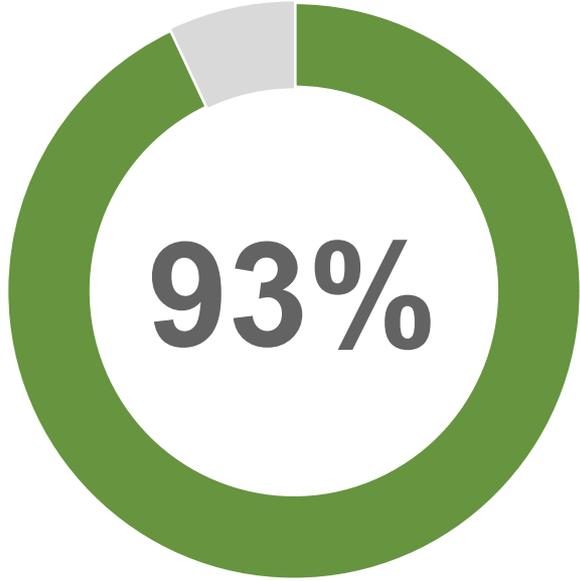
*"BKD's mission is to always strive for excellence in providing services to clients, create rewarding career opportunities and maintain sound professional, business and financial standards."*



*"We are committed to providing the most efficient and expeditious services, while always maintaining the highest ethical standards."*

# Best of Accounting offers a variety of avenues for demonstrating proof of service.





93% of our accounting firm clients say their ClearlyRated survey program helps them differentiate in the marketplace.

# 4 Steps to Becoming an Industry Leader in Service

1. Commit to asking your key stakeholders for feedback.
2. Commit to taking action on that feedback.
3. Differentiate with credible proof of service.
4. **Build a flywheel of service excellence.**

# Create a “virtuous cycle of goodness”





**Jenifer Lambert**  
Chief Revenue Officer

“*Our survey programs have been a competitive advantage for us creating a virtuous cycle of goodness. One of our toughest clients gave us amazing feedback and the account manager told me that the feedback has inspired him to work even harder for this client.*”

– Jenifer Lambert

# Questions?



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