

CX Jeopardy

An Interactive Game Show to Accelerate Your Growth

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JEOPARDY!

 clearlyrated® Version

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People Are
Strange

Back To
The Future

Don't Be
Basic

You Had Me
At Hello

Houston, We
Have a Problem

Elementary, My
Dear Watson

\$100

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FINAL JEOPARDY

JEOPARDY!



Theme



Tinter



Lose



Cheer



Boo



Silence

This is the one show that is NOT currently running on The Learning Channel or TLC

- a) Amish MAFIA
- b) My GIANT life
- c) Naked & Afraid
- d) Dr. Pimple Popper
- e) Seeking sister wife

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Tinfer



Lose



Cheer

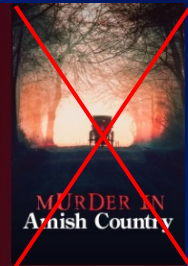


Boo



Silence

What is
“Amish MAFIA”



JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

This is the most common reason clients give for considering leaving their existing firm.

- a) Poor customer service**
- b) Want a more innovative firm**
- c) Frustrated by outdated technology**
- d) Looking to lower cost**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



**What is
“Want a more
innovative firm”**

Top reasons clients look to changing
accounting firms



JEOPARDY!



Theme



Timber



Lose



Cheer



Boo



Silence

According to accounting firm clients, this is their top source of information on business topics they follow.

- a) Blogs**
- b) Social Media**
- c) Webinars**
- d) Industry Articles**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



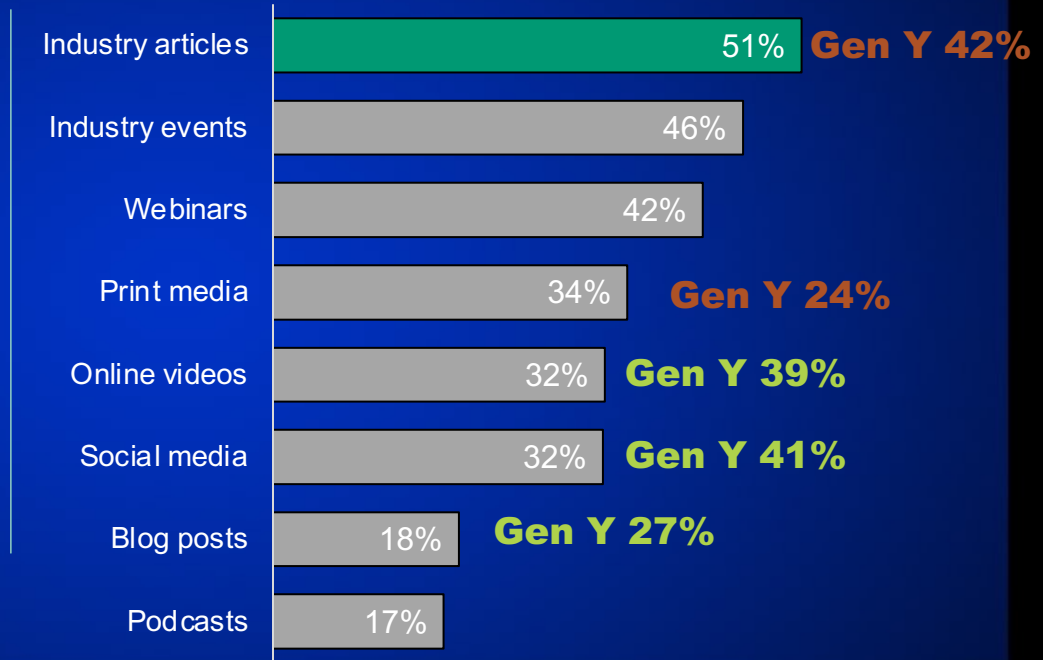
Boo



Silence

What is “Industry Articles”

Top sources of business information



JEOPARDY!



Theme



Timber



Lose



Cheer



Boo



Silence

The majority of accounting clients prefer webinars this many minutes in length.

- a) 15 minutes
- b) 30 minutes
- c) 45 minutes
- d) 60 minutes

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



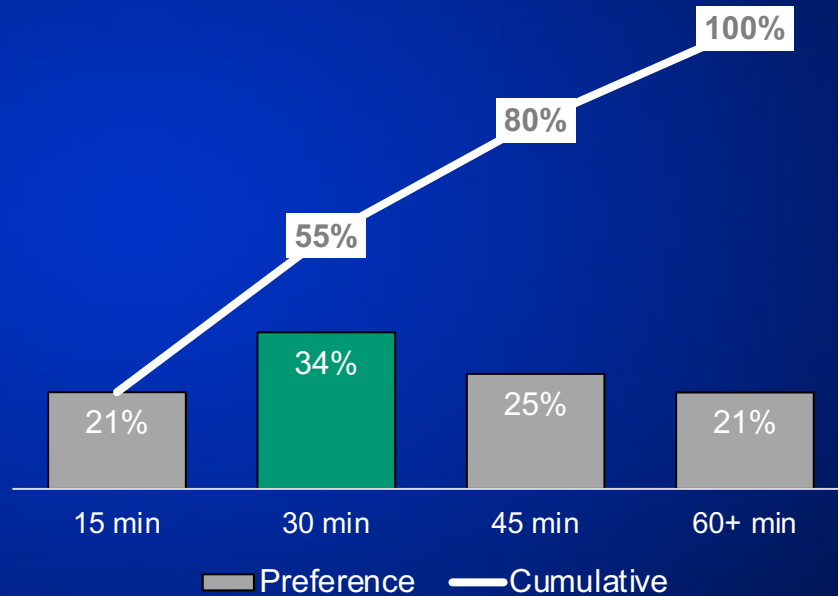
Boo



Silence

What is "30 Minutes"

Top sources of business information



When viewing content, this is the top item that makes it engaging to clients & prospects.

- a) High quality, supporting evidence**
- b) Doesn't focus on selling the firm's products/services**
- c) Excellent delivery of information**
- d) Introduces new insights**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



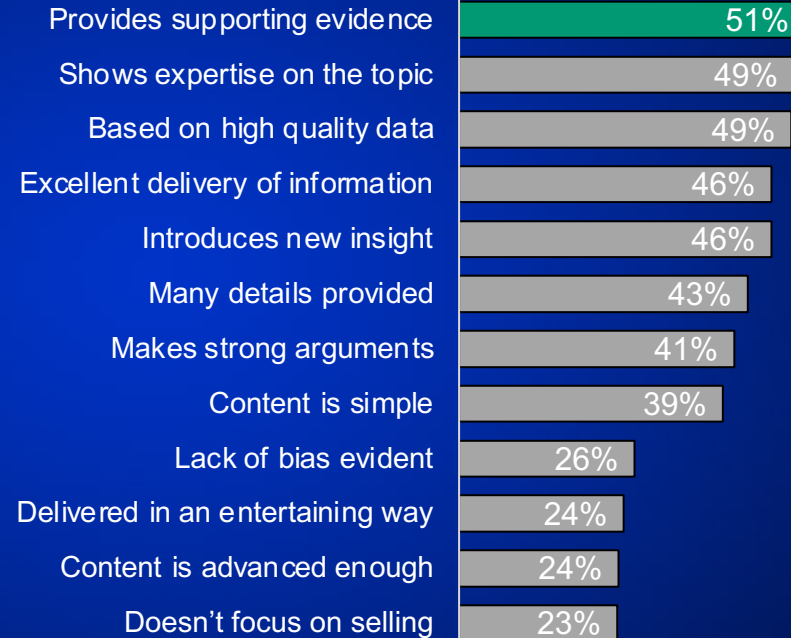
Boo



Silence

**What is
“High Quality,
Supporting
Evidence”**

What makes a webinar engaging?



JEOPARDY!



Theme



Timber



Lose



Cheer



Boo



Silence

This individual holds the Guinness world record for the most ‘make a wish’s granted

- a) Taylor Swift**
- b) John Cena**
- c) Elton John**
- d) Tom Cruise**
- e) Barack Obama**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Tinter



Lose



Cheer

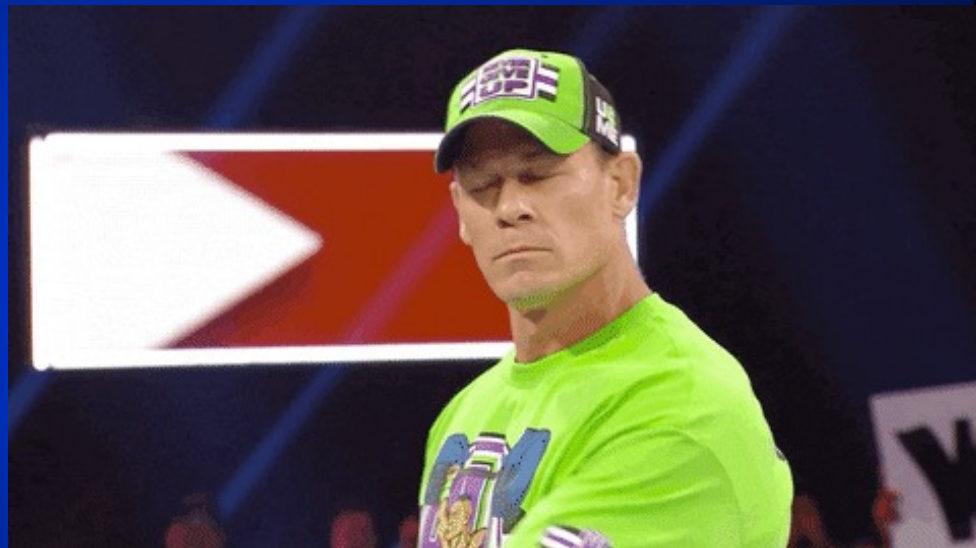


Boo



Silence

Who is
“John Cena”



JEOPARDY!



Theme



Timber



Lose



Cheer



Boo



Silence

This is listed as the TOP benefit of artificial intelligence for marketers (by ChatGPT)

- a) Chatbots**
- b) Predictive Analytics**
- c) Personalization**
- d) Image and video recognition**
- e) Ability to plan and execute a takeover of the world**



**GO TO
ANSWER
(question)**

JEOPARDY!



What is “Personalization of Content”

1. Personalization: AI can analyze vast amounts of customer data to provide personalized marketing content, such as product recommendations, email marketing, and social media ads tailored to each individual's preferences and behavior.

2. Predictive Analytics: AI can analyze customer data to identify patterns and make predictions about future behavior, such as customer churn, purchase behavior, and response to marketing campaigns.

3. Chatbots: AI-powered chatbots can provide immediate customer support, 24/7. Chatbots can answer customer queries and resolve issues in real-time, freeing up customer support staff to focus on more complex queries.

4. Image and Video Recognition: AI-powered image and video recognition can automatically tag and categorize visual content, allowing marketers to analyze and optimize visual content for better engagement.

5. Sentiment Analysis: AI can analyze customer feedback on social media, email, and other channels to gauge customer sentiment.



Theme



Timer



Lose



Cheer



Boo



Silence

This is NOT one of the top 4 items prospects find valuable as part of your website

- a) 3rd party awards your firm has won
- b) Information about your services
- c) Client satisfaction scores
- d) Testimonials from clients

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



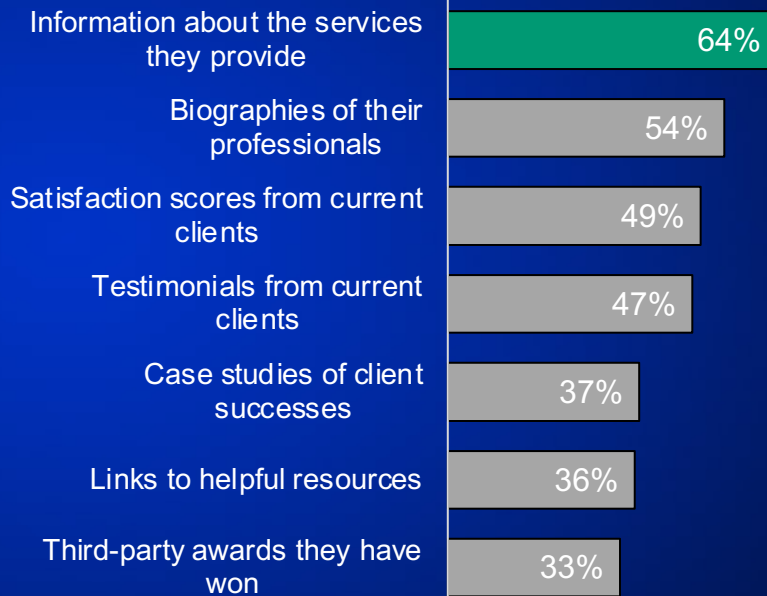
Boo



Silence

What is “3rd Party Awards”

Most useful aspects of an accounting firm’s website



JEOPARDY!



Theme



Timber



Lose



Cheer



Boo



Silence

1 in 4 clients says they have done this recently.

- a) Answered a survey from their accounting firm**
- b) Had the primary contact at their firm leave**
- c) Complained about their accounting firm to a friend or colleague**
- d) Changed primary accounting firms**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



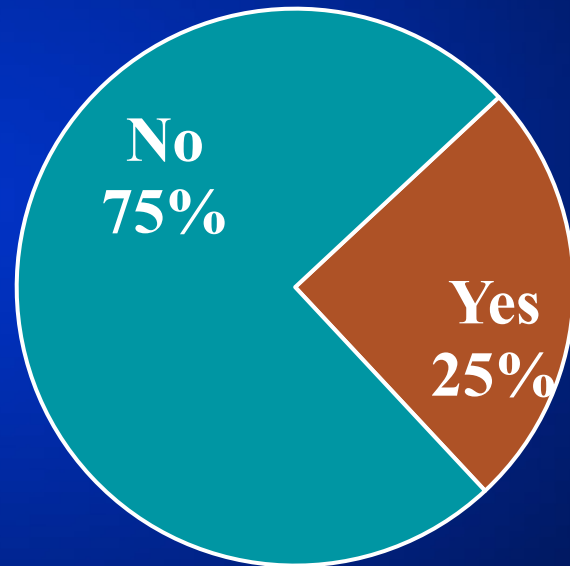
Boo



Silence

What is
**“Complained
About Their
Primary
Accounting
Firm”**

Have you had a conversation recently
where you complained about your
primary accounting firm?



JEOPARDY!



Theme



Timbre



Lose



Cheer



Boo



Silence

**The average prospect is at least this far
along in their process before reaching out to
professionals at an accounting firm.**

- a) 22%
- b) 30%
- c) 40%
- d) 53%

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



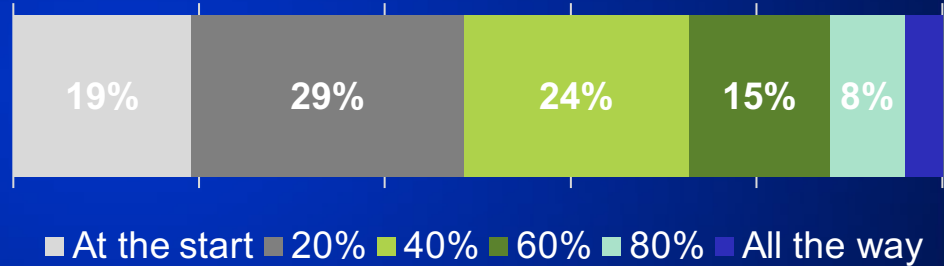
Boo



Silence

What is
**“40% of the way
through the
process”**

How far into the process of deciding on a firm,
before the prospect reaches out



**A lot of things are known about Millennials.
However, this one fact is NOT true.**

- a) They have double the student debt
Gen X did**
- b) They represent the largest
generation in the workforce**
- c) They spend 85% of their days on
their mobile devices**
- d) Their favorite sport to watch is
baseball**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

What is
**“Their favorite
sport to watch is
baseball”**

JEOPARDY!



Theme



Tinfer



Lose



Cheer



Boo



Silence

**By 2029, what percentage of the U.S.
workforce will be Gen Y or Gen Z**

- a) 41%
- b) 49%
- c) 51%
- d) 64%

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



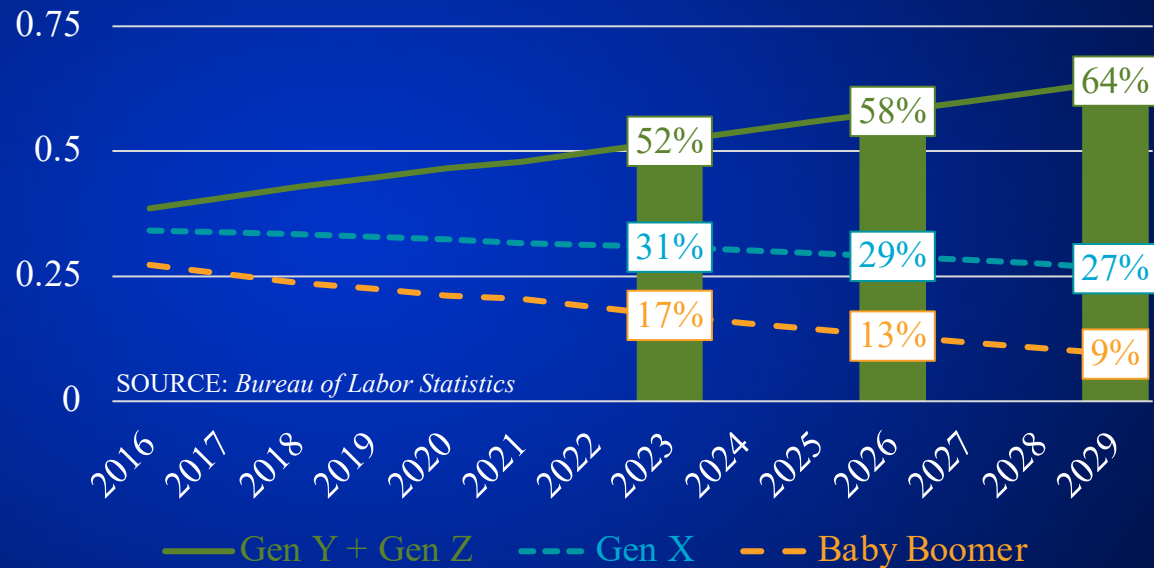
Boo



Silence

What is
"64%"

The Growth of Gen Y and Younger in the Workforce



JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

Most millennial clients and prospects prefer business video content that is this long.

- a) <2 minutes
- b) 2-5 minutes
- c) 6-10 minutes
- d) More than 10 minutes

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



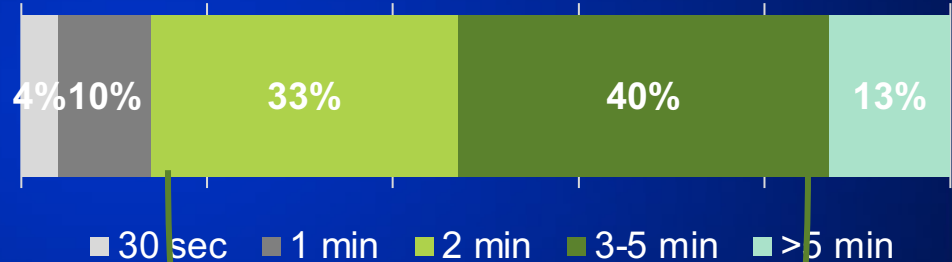
Boo



Silence

What is
“Between 2-5
minutes”

When engaging with video content, what
length of video do you prefer?



73%

JEOPARDY!



Millennials trust this resource MORE than a personal referral.

- a) Online ratings/reviews**
- b) A firm's marketing**
- c) A firm's professionals**
- d) A firm's testimonials**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Tinter



Lose



Cheer



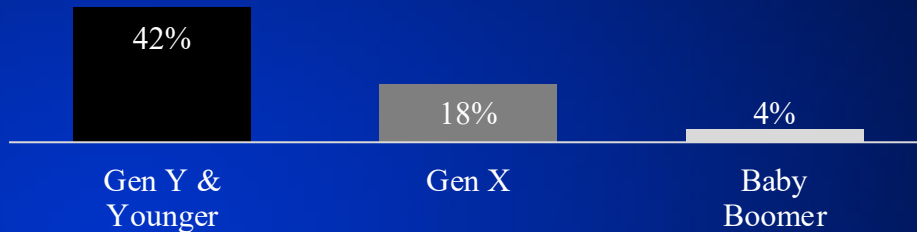
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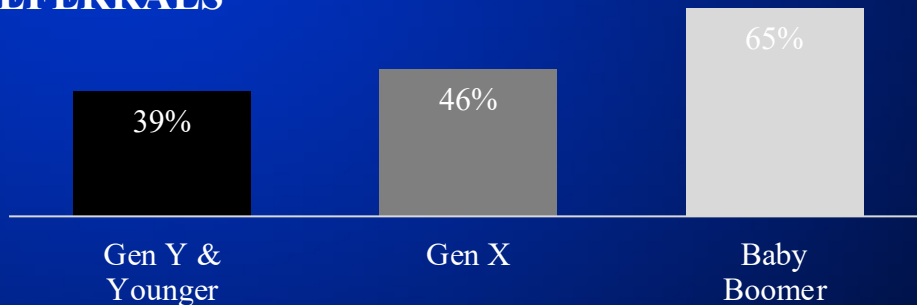
Silence

What is
**“Online Ratings
& Reviews”**

ONLINE REVIEWS



REFERRALS



Half of Gen Y clients believe that calls and emails should be responded to by their firm within this timeframe

- a) Within 2 hours
- b) Within 4 hours
- c) Within 8 hours
- d) Within 24 hours
- e) Within 48 hours

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timber



Lose



Cheer



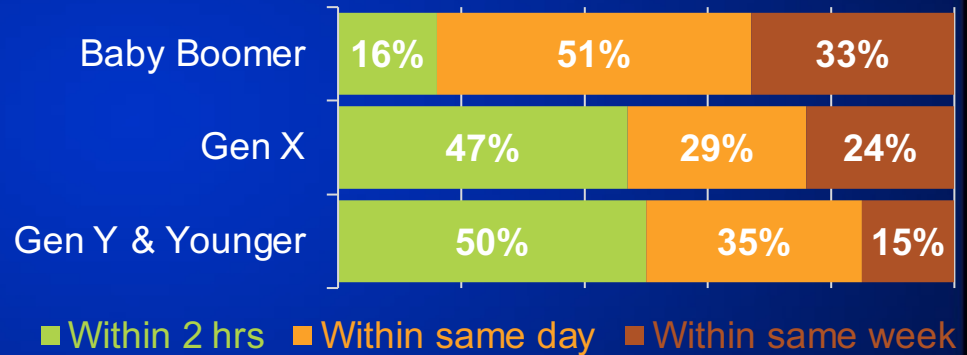
Boo



Silence

What is “Within 2 hours”

How quickly clients expect accounting firms to respond to their calls or emails



This is the lowest grossing Tom Cruise movie of the last 20 years.

- a) Les Grossman – Tropic Thunder
- b) Lions for Lambs
- c) American Made
- d) Edge of Tomorrow

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timber



Lose



Cheer

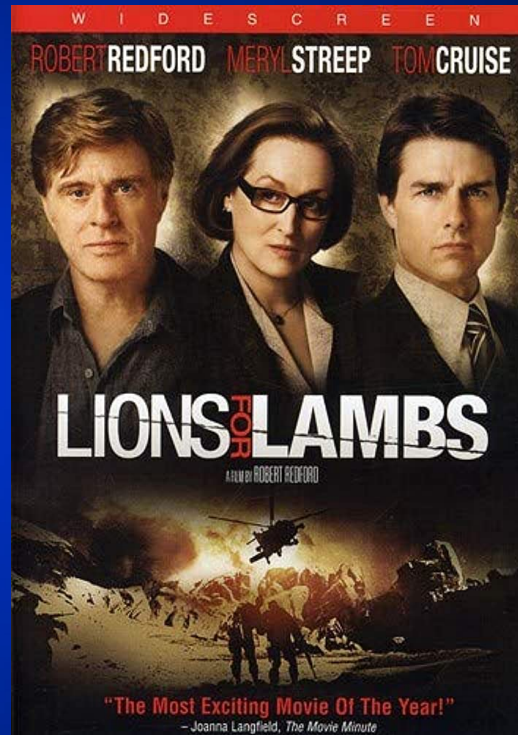


Boo



Silence

What is
“Lions for Lambs
(2007)”



JEOPARDY!



Theme



Tinder



Lose



Cheer



Boo



Silence

**Research has shown this ONE thing
convinces nearly 3 in 5 accounting firm
prospects to spend more than they budgeted**

- a) Sharing social proof (reviews, testimonials, satisfaction scores)**
- b) Offering to refund money if they aren't fully satisfied**
- c) Throwing in free company swag**
- d) Offering to pay their way to industry events**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

What is “Sharing Social Proof”

42%

FIRM A:

- **Costs what you budgeted**

58%

FIRM B:

- **Costs 10% over budget**
- **Shares high client satisfaction scores**
- **4.6 rating from clients**
- **Dozens of testimonials**

JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

1 out of 10 accounting firm prospects say that this has NO IMPACT on their decision to work with a firm.

- a) The firm's social media presence**
- b) The firm's website**
- c) The responsiveness to calls/emails**
- d) The ratings and reviews they find online**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

What is “The Ratings & Reviews Found Online”

When considering a potential accounting firm,
what impact do ratings and reviews found
online have on your decision?



This, according to clients, is the most persuasive aspect of a testimonial.

- a) Comes from an existing client**
- b) Mentions details about the service**
- c) Comes from someone in my industry**
- d) Includes the name of the person**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



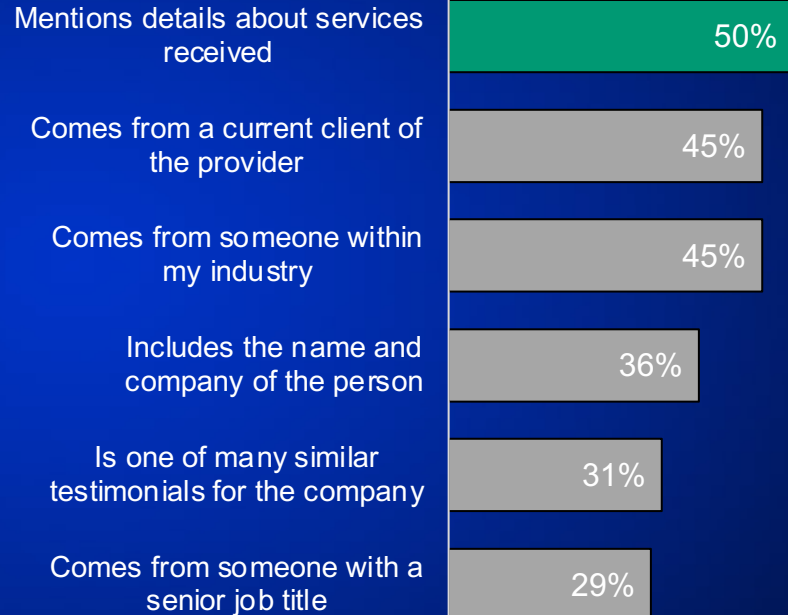
Boo



Silence

What is
**“It mentions
details about the
service”**

Items that make a testimonial persuasive



JEOPARDY!



Theme



Timber



Lose



Cheer



Boo



Silence

**This percentage represents the prospects
who find testimonials on your website
somewhat or very persuasive.**

- a) 46%
- b) 61%
- c) 69%
- d) 75%

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



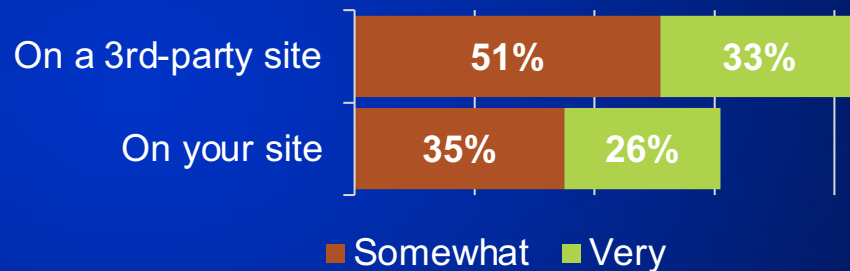
Boo



Silence

**What is
“61%”**

The persuasiveness of a testimonial, posted
on different websites



This is widely considered the most costly PR disaster in the past 10 years

- a) Comcast refusing to cancel a customer's service (2014)**
- b) United Airlines physically removing a passenger from their flight to make room for a crew member (2017)**
- c) Wells Fargo opening millions of unauthorized accounts for customers (2016)**
- d) Papa John's delivery driver leaving a racist voicemail for a customer (2013)**



**GO TO
ANSWER
(question)**

JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

What is
“The Wells Fargo
Fiasco of 2016”



JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

This is the percentage of accounting firm clients who have had a recent service issue

- a) 8%
- b) 18%
- c) 28%
- d) 38%
- e) **None of them. They just THINK something went wrong**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



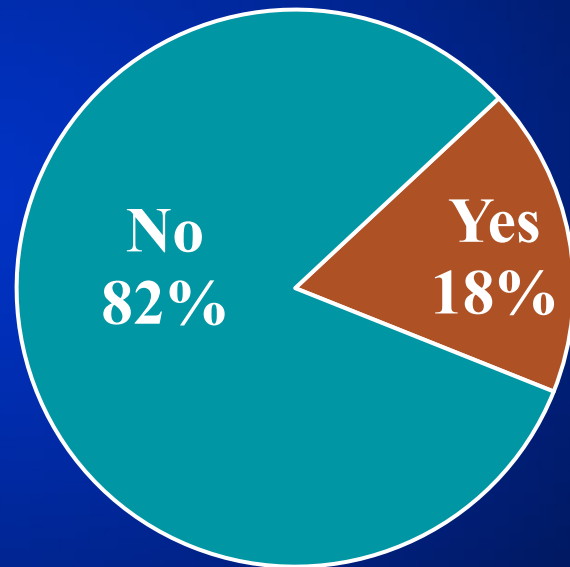
Boo



Silence

What is
“18%”

In the past 12 months, have you
experienced a service issue with your
primary staffing firm?



JEOPARDY!



Theme



Timber



Lose



Cheer



Boo



Silence

**This is the top wish (other than cost) that
accounting firm clients have about their
primary firm.**

- a) Better customer service**
- b) Faster turnaround times**
- c) Improve technology**
- d) Better understand our
organizational needs**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

What is “Improve technology”

Top wishes clients have about their primary accounting firm



JEOPARDY!



Theme



Tinter



Lose



Cheer



Boo



Silence

**This is the biggest complaint post-pandemic
that clients have about the “new normal”**

- a) Turnover of staff at firm**
- b) Delays**
- c) Reduced face-to-face interactions**
- d) Poor communication**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



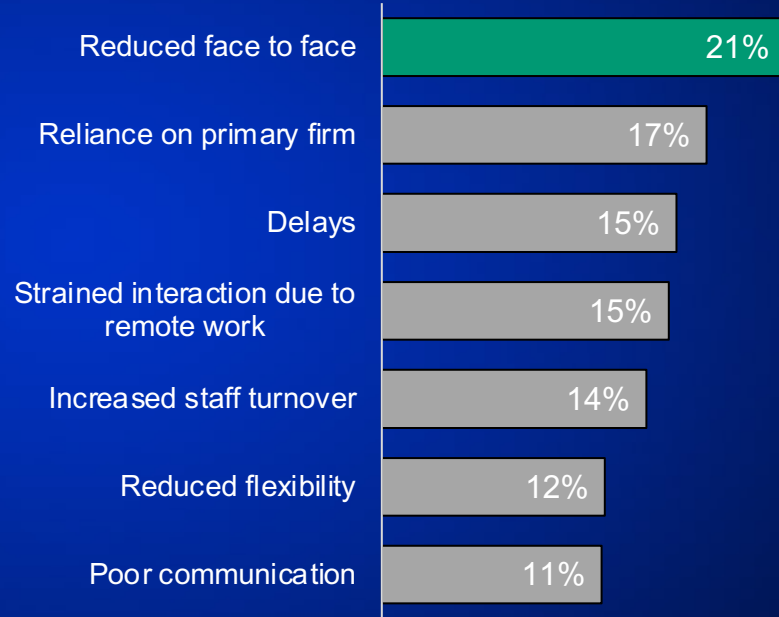
Boo



Silence

What is
**“Reduced Face
to Face
Interactions”**

Biggest service-related complaint clients
have post-pandemic



JEOPARDY!



Theme



Timber



Lose



Cheer



Boo



Silence

As the size of a decision-making group increases, this also increases.

- a) Time to decide**
- b) Cost sensitivity**
- c) Risk aversion**
- d) Excitement at making a decision**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

What is “Risk Aversion”

Total Stakeholders Involved In Decision



JEOPARDY!



Theme



Tinfer



Lose



Cheer



Boo



Silence

**This is one thing that we HAVEN'T changed
conventional wisdom on in the past 20 years**

- a) The benefits of stretching before working out
- b) Whether Pluto is a planet
- c) The benefits of low-fat diets
- d) That dogs are definitively better pets than cats

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Tinfer



Lose



Cheer



Boo



Silence

What is
**“That Dogs Are
Definitively
Better Pets
Than Cats”**



JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

This is the most recent Net Promoter Score® for the accounting industry.

- a) 27
- b) 39
- c) 45
- d) 54

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer

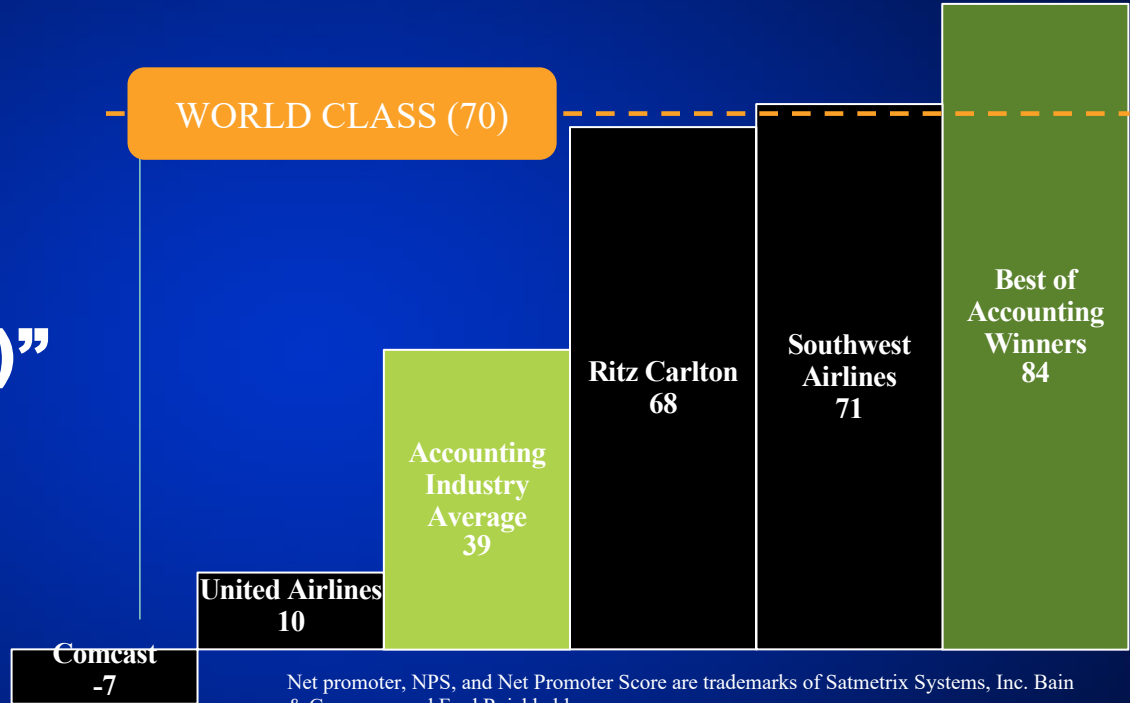


Boo



Silence

What is
“39 (or 39%)”



Net promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc. Bain & Company, and Fred Reichheld.

JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

When a prospect is determining which firms to consider, which of the following is NOT one of the first steps they take

- a) Search online
- b) Look in the yellow pages
- c) Ask a colleague/peer
- d) Ask a friend/family member

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

What is “Look in the Yellow Pages”

First step prospects took when trying to
determine which firms to consider



JEOPARDY!



Theme



Timber



Lose



Cheer



Boo



Silence

According to more than 75% of buyers of accounting services, this is important

- a) The firm is the lowest cost option**
- b) The firm display's gender and racial diversity**
- c) The firm has a good blog**
- d) The firm has a cutting edge website**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Tinfer



Lose



Cheer



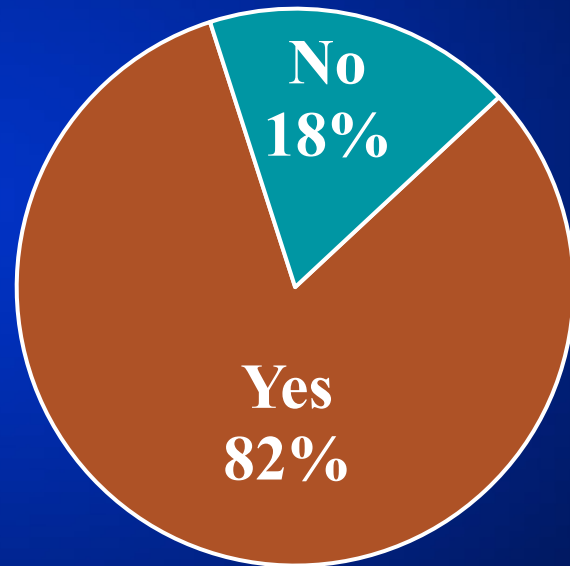
Boo



Silence

What is
**“The Firm
Displays Gender
and Racial
Diversity”**

Percentage of buyers who indicate that
DEI & gender and racial diversity are
‘somewhat’ or ‘very’ important



Clients say this was the most stressful aspect of picking a new accounting firm

- a) Finding firms to consider**
- b) Determining which firms meet our needs**
- c) Negotiating terms with the new firms**
- d) Researching the firms online**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



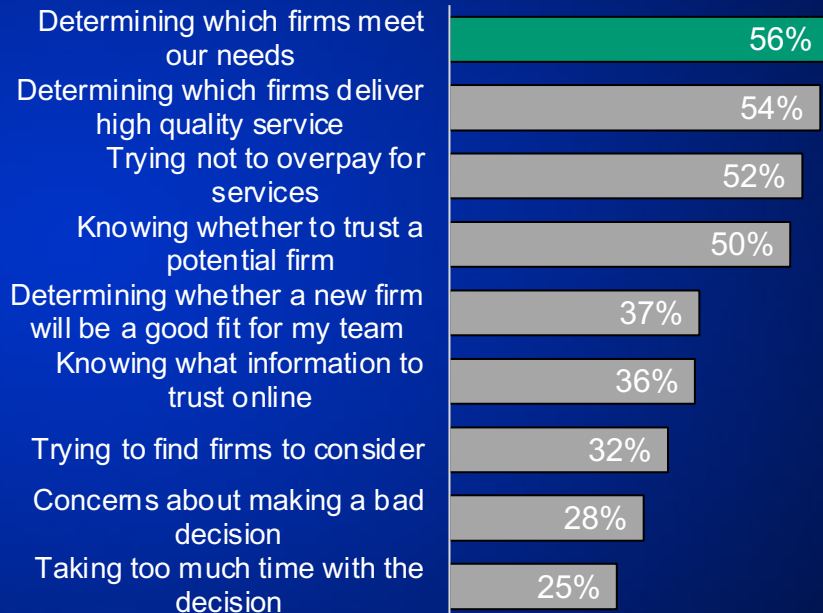
Boo



Silence

What is
**“Determining
Which Firms
Meet Our Needs”**

Most stressful part about trying to find a
new accounting firm to work with



JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

FINAL JEOPARDY!

JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

**This is the number of months it took
ChatGPT to reach 100 million active users**

Start Timer

GO TO
ANSWER
(question)

JEOPARDY!



Theme



Timer



Lose



Cheer



Boo



Silence

**WHAT IS
“2 MONTHS”**

JEOPARDY!



Theme



Tinfer



Lose



Cheer



Boo



Silence