



Accounting Industry NPS® Benchmarks for 2022

The Metrics You Need to Know

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About ClearlyRated



Est. 2003

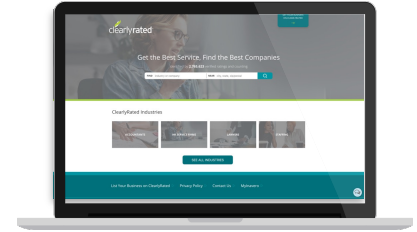
Focus on professional service providers since 2007

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



Annual award program for client service and employee satisfaction.

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



Launched July 2018

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

Buying groups are bigger



Buying groups are
looking to de-risk their
decision



Gen Y and younger are driving more and more decisions



**Buyers are researching
online before reaching
out to service providers**

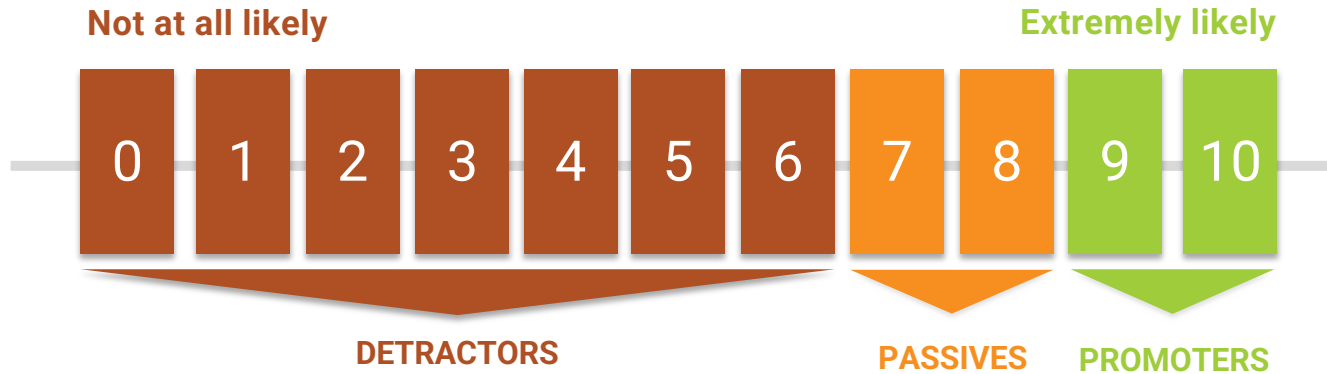


What we'll cover today:

- A quick review of Net Promoter® Score (NPS®)
- **NEW** - Accounting industry NPS benchmarks for 2022
- **NEW** - Survey Response Rate study
- The characteristics of an Advanced NPS program
- Diversity, equity, and inclusion (DEI) and its role in CX

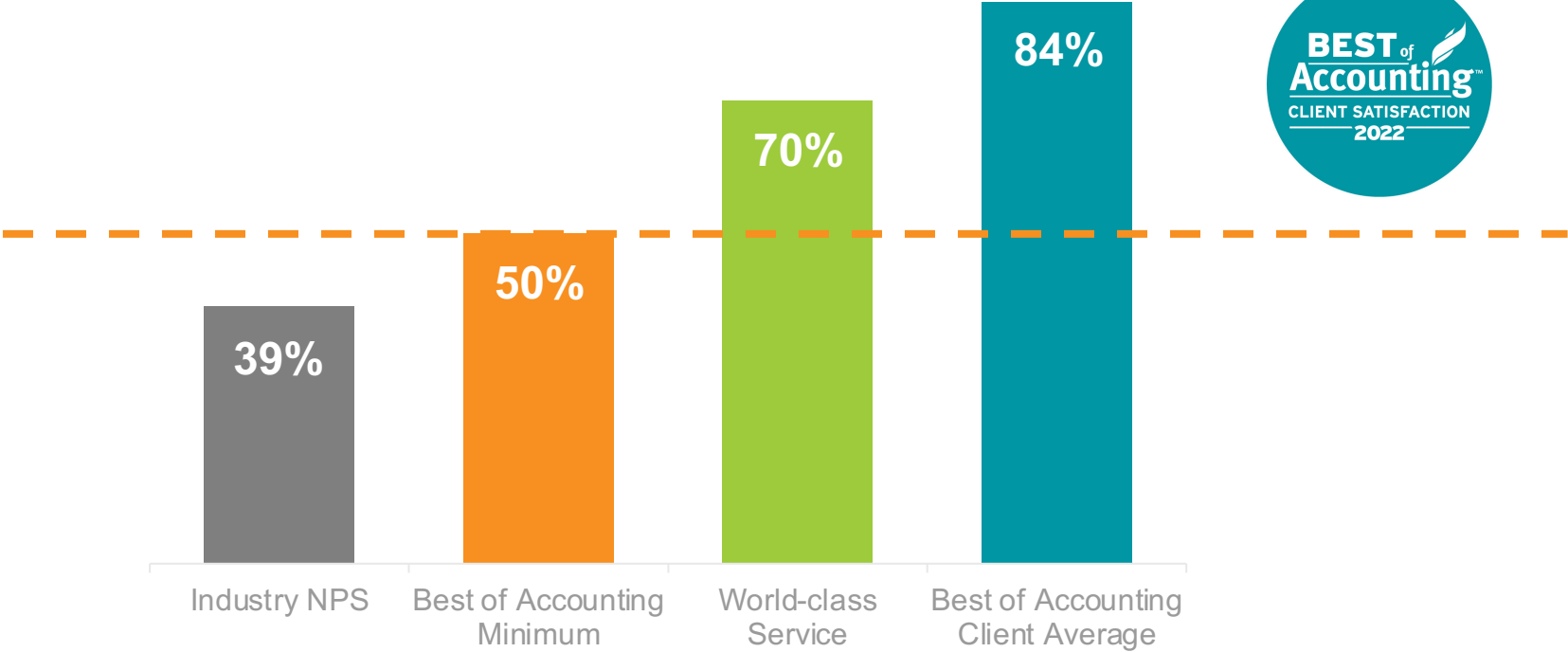
NPS® provides immediate opportunities to take strategic action

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



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

Best of Accounting winners versus the industry



2022 Survey of Buyers of B2B Services

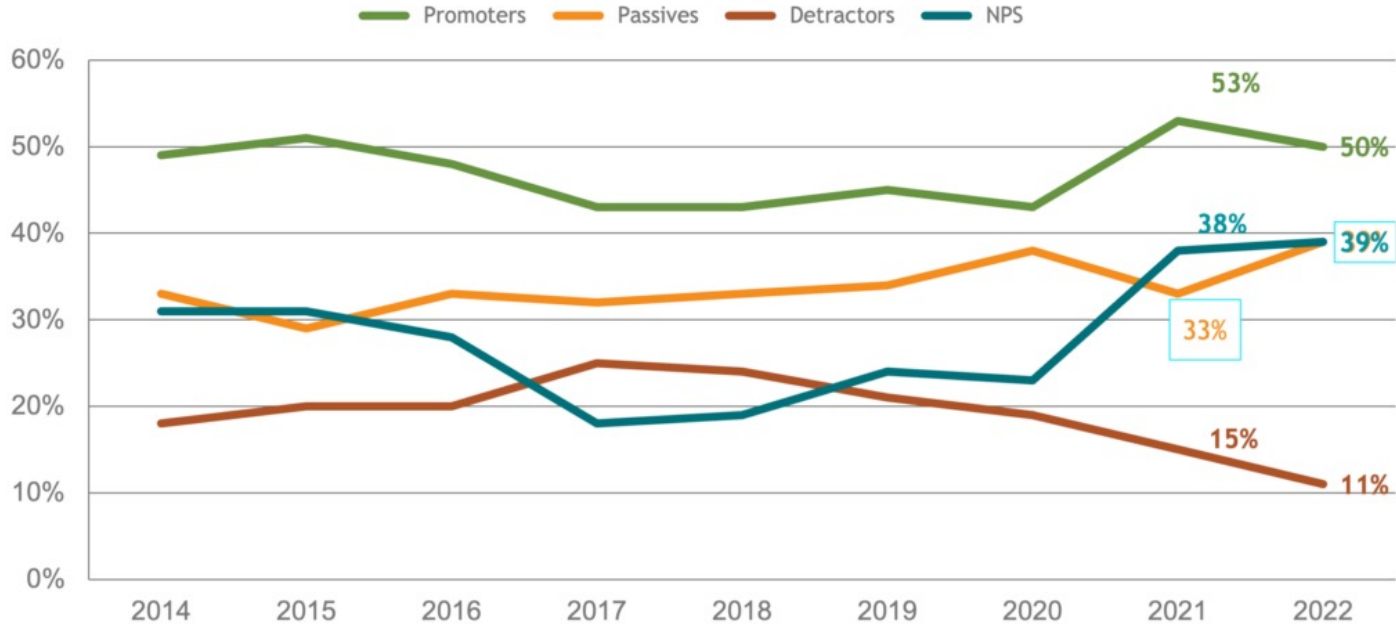
The Data

- **538 responses** from buyers of B2B services
- **334 responses** specific to the buying (and service) experience with accounting firms
- Survey is in its **10th year**
- Survey fielded in **January 2022**

Accounting Industry NPS in 2022

	2014	2015	2016	2017	2018	2019	2020	2021	2022
Net Promoter® Score	31%	31%	28%	18%	19%	24%	23%	38%	39%
Average Score	8.03	8.13	8.02	7.67	7.63	7.99	7.85	8.16	8.30
% Promoters	49%	51%	48%	43%	43%	45%	43%	53%	50%
% Passives	33%	29%	33%	32%	33%	34%	38%	33%	39%
% Detractors	18%	20%	20%	25%	24%	21%	19%	15%	11%

Year-over-Year Accounting Industry NPS



Drivers for Accounting Firm Selection

What are the most persuasive sources considered when selecting an accounting firm?

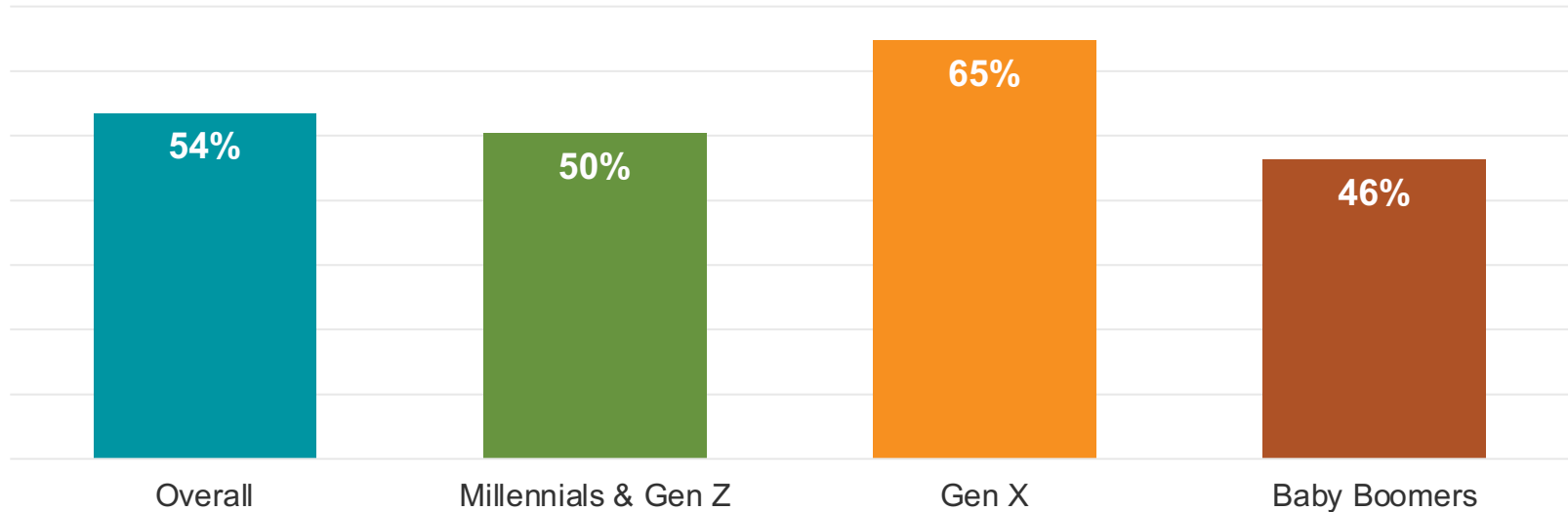
	Total	Gen Z & Millennial (18-41)	Gen X (42-56)	Baby Boomer (57-75)
Reference accounts / existing clients	33%	26%	27%	61% #1
Validated ratings from current clients based on surveys done by a credible third party	33%	26%	39% #1	44% #2
Testimonials from current clients	32%	33% #2	27%	31%
Client satisfaction scores	31%	39% #1	33% #2	10%
Independent, third-party awards	30%	32% #3	29% #3	27%
Case studies / existing client profiles	26%	22%	27%	36% #3
A referral from a friend or colleague	25%	23%	23%	33%
Online reviews/ratings	24%	29%	23%	14%
Company's website	24%	25%	23%	19%
Reviews on major consumer platforms	20%	25%	27%	0%
Sales or marketing material	14%	15%	19%	5%

Percentages above reflect total mentions ranked in top 3 most persuasive factors

Commitment to Primary Accounting Firm

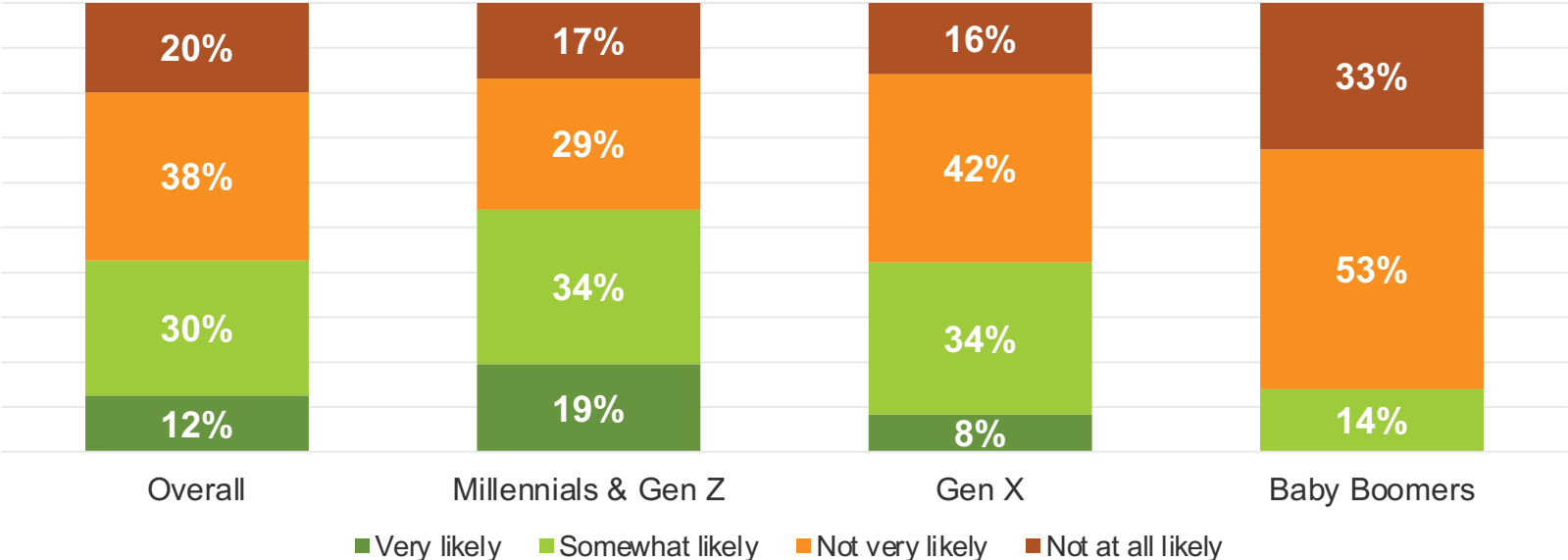
Over half of Accounting clients are open to considering other options or are actively looking

Accounting Clients Open to other Options or are Actively Considering a New Firm



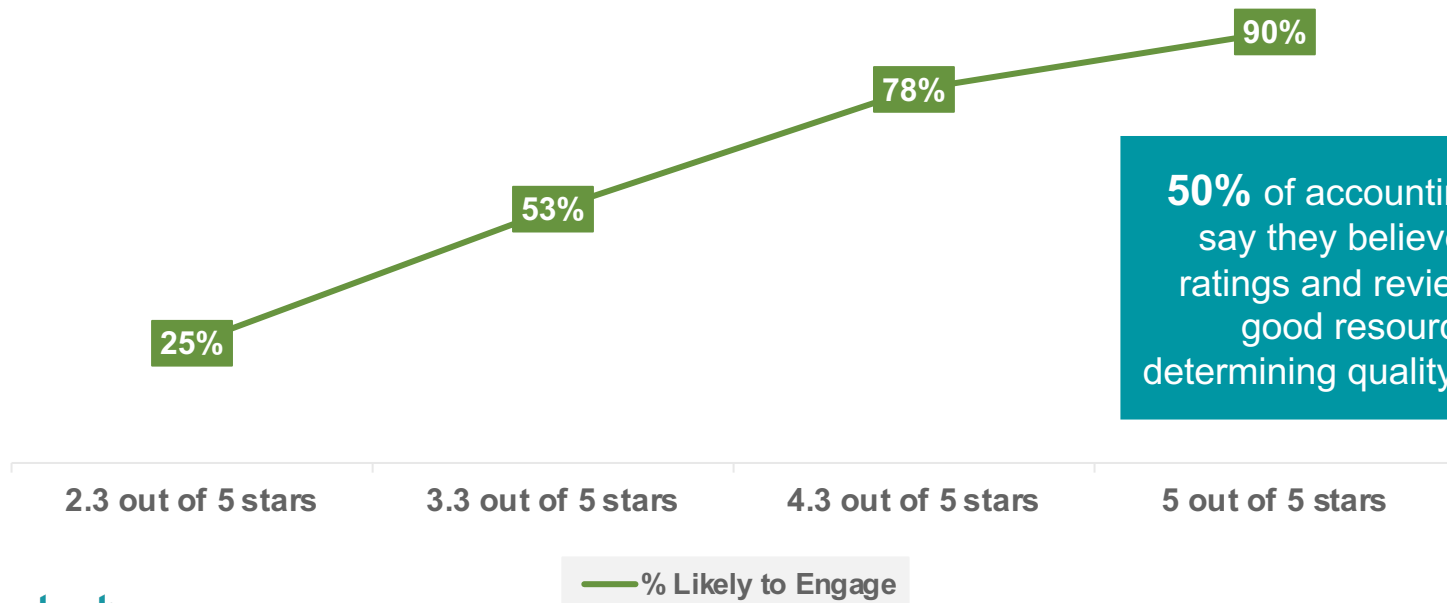
Likelihood of switching accounting firms

Likelihood of Switching Primary Accounting Firms in the Next Year



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

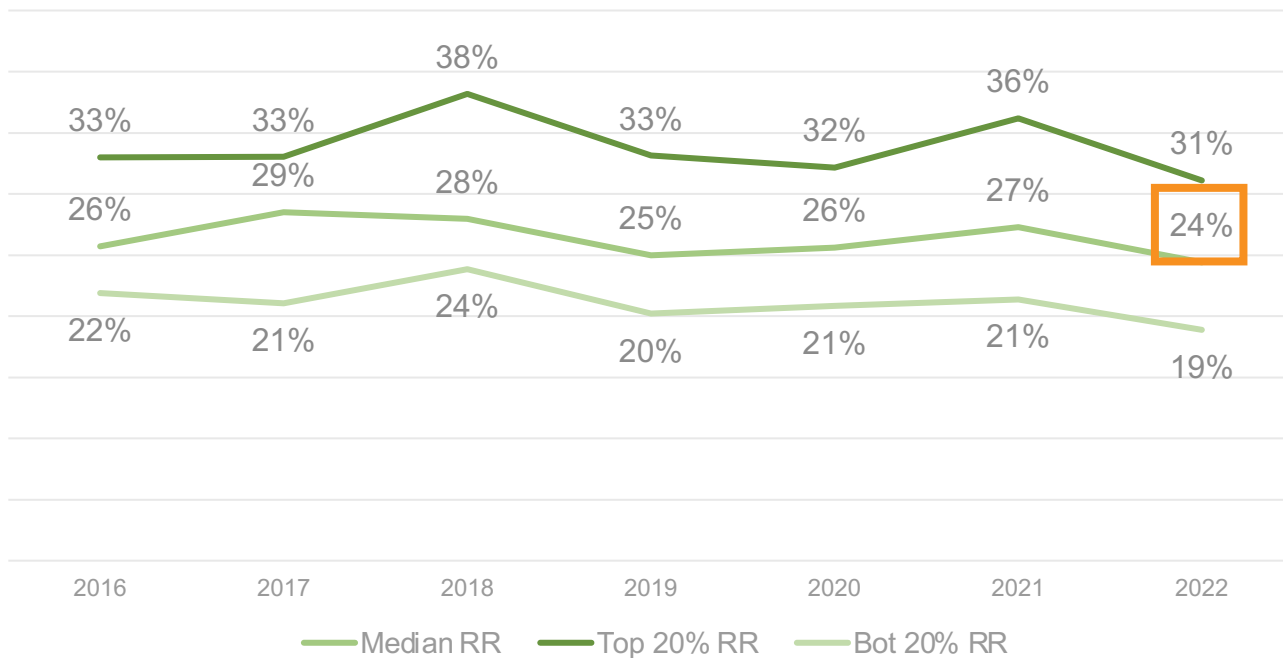
Survey Response Rate Study

The Data

- **NEW** data analysis of client survey response rates from 75 Best of Accounting brands
- Surveys were fielded between January 2021 – January 2022
- The ClearlyRated analytics team set out to answer frequent client questions about response rate:
 - ✓ What is an acceptable survey response rate?
 - ✓ Is it possible to predict the overall response rate based on Day 1 response rate?
 - ✓ How do I increase NPS survey response rate?

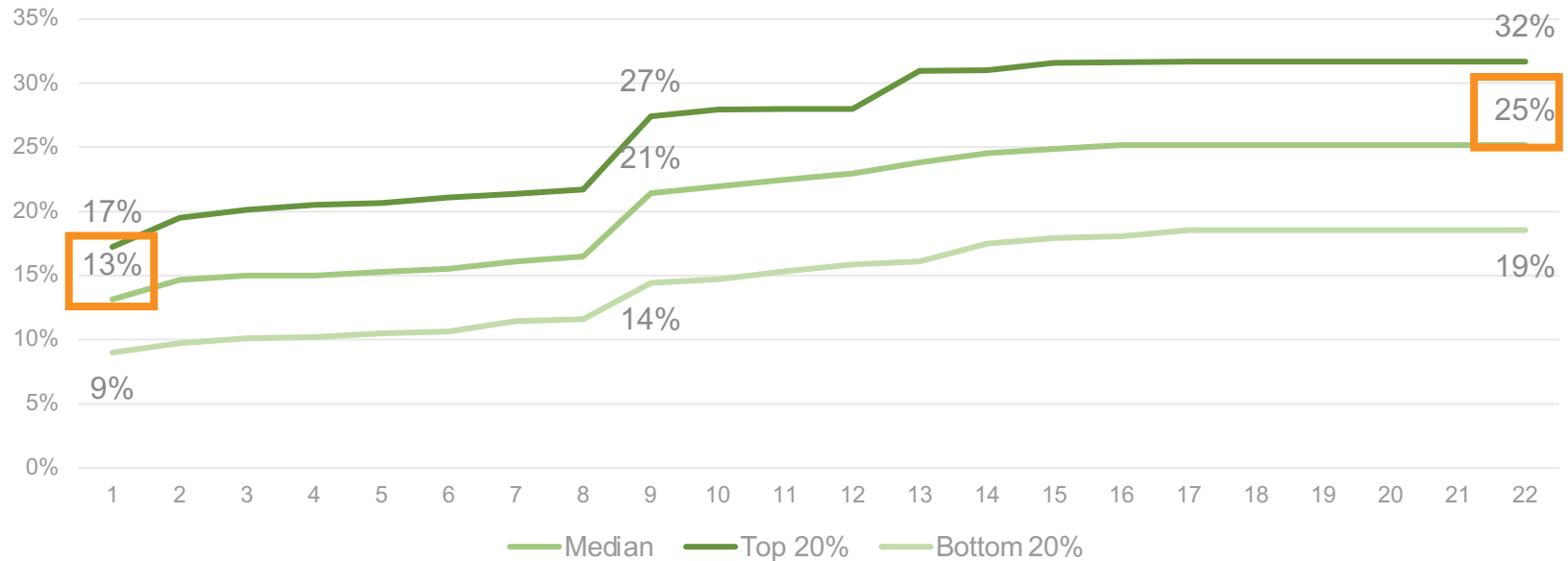
Median NPS survey response rate for Best of Accounting clients is 24%

Median Response Rate - All BoA Client Participants (n>=15)



Median Day 1 response rate is 13%, overall is 25%

Cumulative RR by Day (final n>=15)



5 Keys to Improving Survey Response Rate



**#1: Master the science of
survey design**



**#2: Keep the
questionnaire succinct**



#3 – Communicate before, during and after



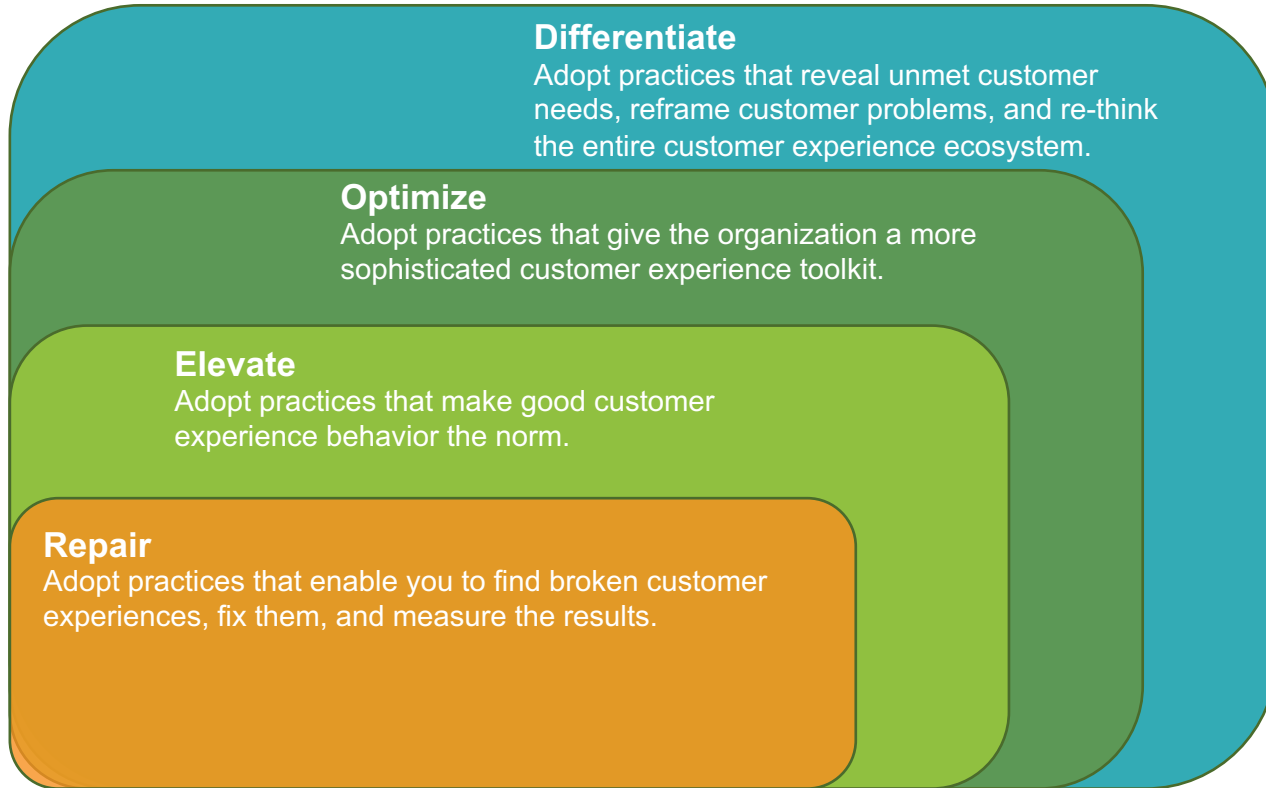
**#4: Ensure clients receive
your survey invitations**



#5: Make it personal



CX Maturity Model



CX Measurement Maturity Model



Elevating

- Weekly/event triggered feedback.
- CX-centered organization. Company core value.
- Social proof centered marketing, sales, renewals.

Expecting

- Monthly/weekly feedback at key stages of journey.
- Service 'stars' are celebrated internally.
- Scores are leveraged internally and externally.

Sharing

- Semi-annual or more often.
- Customer-facing employees see feedback.
- Feedback driving process and investment.

Measuring

- Annual or semi-annual survey cadence.
- Reporting at leadership level only.
- Focus on macro areas of improvement.



Characteristics of Advanced NPS Programs that Fuel Growth

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.

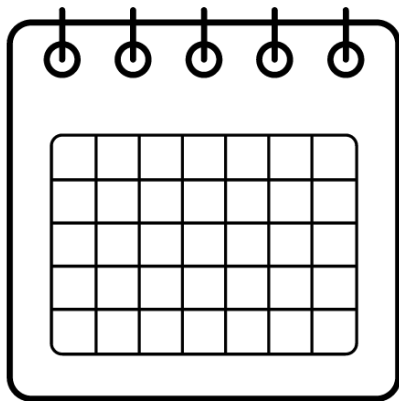
Firms with advanced NPS programs have processes in place to take action on feedback:

- **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:

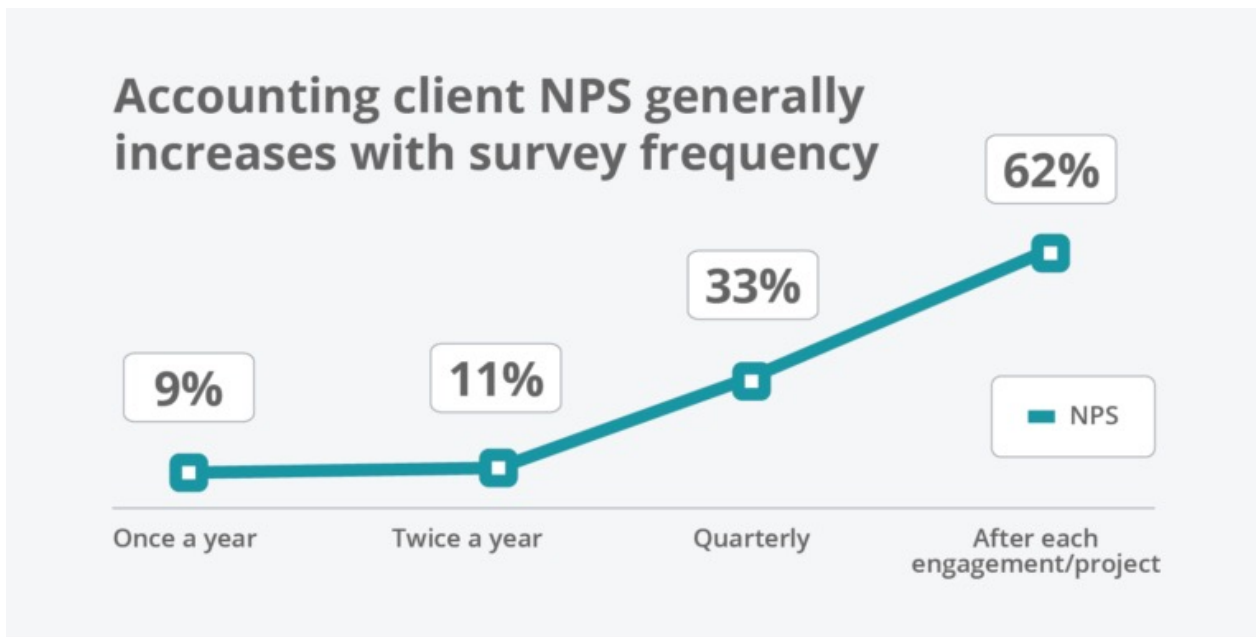
- Use **NPS drivers** to diagnose behaviors and process issues that may be contributing to a low score.
- Analyze and report on data so that it can be integrated into firm-wide processes.
- Align the frequency of surveys to the client journey.

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



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



	Ask	Analyze	Act	Appreciate internal employees	Amplify service wins	Enhance online reputation	Acquire new business
Most Cx	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reimagined Cx	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
				<ul style="list-style-type: none"> ✓ Scores by recruiter and account manager ✓ Shout-out recognition ✓ Testimonials 	<ul style="list-style-type: none"> ✓ Client + Talent testimonials ✓ Identify referral prospects ✓ Enhanced online ratings 	<ul style="list-style-type: none"> ✓ Ratings + testimonials at ClearlyRated.com ✓ 1st page Google brand search 77% of time ✓ Improvement to existing ratings 	<ul style="list-style-type: none"> ✓ Strong ratings online ✓ Sales enablement ✓ Social proof

DEI and its role in CX (and EX)

“Employee experience is the next battlefield that client experience is going to be won on.”

-Saari Gardner, Executive Vice President of Client Experience at DHG

- **Glassdoor:** 67% of people consider diversity an important factor when deciding where to work
- **Deloitte University:** Millennials who feel that they’re working for a company that fosters an inclusive culture are 38% more likely to be actively engaged than those who do not
- **Gartner:** Gender-diverse and inclusive teams outperformed gender-homogeneous, less inclusive teams by 50%, on average
- **McKinsey & Company:** Companies in the top quartile for gender, racial and ethnic diversity are 35% more likely to have financial returns above their national industry medians.

2022 DEI Survey of Accounting Firm Growth Professionals

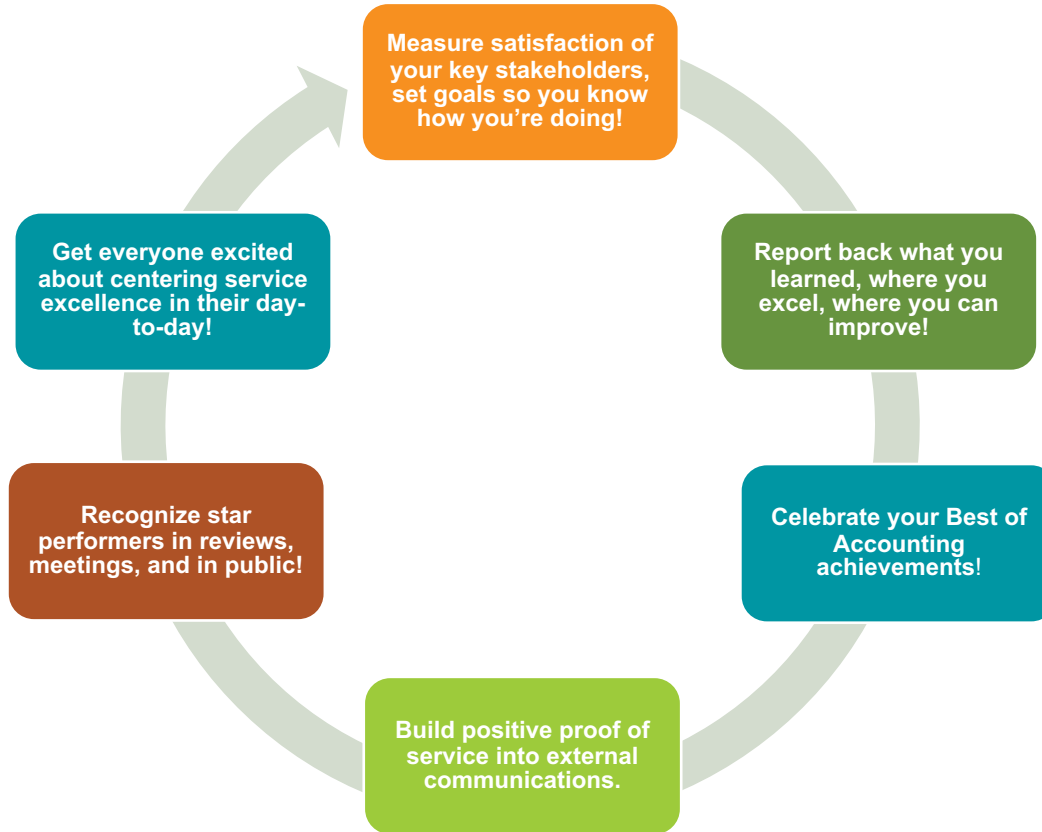


**2022 DEI Survey of Accounting
Firm Growth Professionals**

Now through March 25



Create a “virtuous cycle of goodness”



Questions?



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