

Client Satisfaction Survey

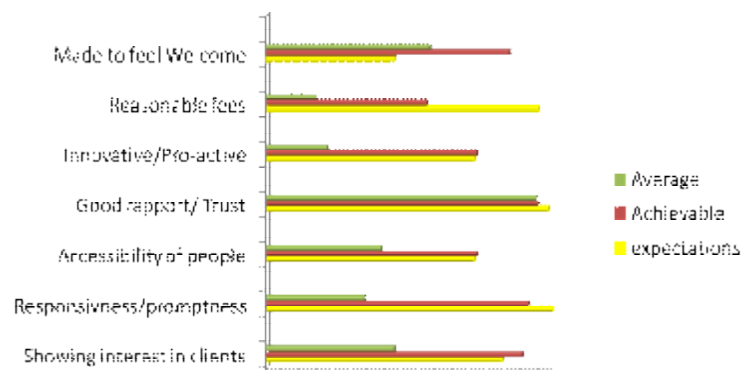


Do you know

1. what your clients care about?
2. what your clients' concerns are when dealing with your firm?
3. how your clients rate your practice?
4. what other services your clients are interested in receiving?

"The client survey showed us which things were really important to our clients and what we needed to change to meet those needs."

Robert Twyde, Hillier Hopkins LLP



Do you know? OR (more likely).....Do you think you know? Have you asked them? Unless you ask the questions, you never really know.

The most successful and profitable practices in the U.K. and Ireland take the time to listen to their clients to truly add value to their practice.

At the 2020 Group we have developed a proven methodology of surveying your clients.

How does it work?

We will provide you with a standard letter to send to your top 50 clients which have been selected by the partners. The letter indicates the importance of both positive and negative feedback and that if they should be contacted over the phone, would they mind spending a few minutes with a specialist from the 2020 Group.

2020 then personally telephone all of the clients and summarise the results. Typically the telephone interviewing will cover 90% - 100% of the clients listed.



Client Satisfaction Survey

"Having a client survey addressed what our clients really thought of us, some of the responses were truly surprising. We identified some clients where we thought we had done a great job, who were actually unhappy and considering leaving, and a handful of clients who we thought may be unhappy, actually really valued the service! We were able to save those relationships at risk, and put in place procedures to build upon our added value services. The process was extremely worthwhile and will be repeated next year."

John Oddy, Oddy Tomlinson



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After summarising the results, Gordon Gilchrist will visit your firm to present the findings to all of the partners. You are also provided with recommendations from Gordon, based on his unique knowledge gained by covering over 15,000 past interviews. Specifically this means that you are provided with recommendations as to how other firms have dealt with areas of weakness and specific client concerns will also be highlighted.

What does it cost?

The cost involved to:

1. Carry out the telephone research
2. Summarise the results
3. Meet with the firm for a 3 hour presentation to give feedback, and
4. Give recommendations.

is set at £60 per client for the first 50 clients and reduces to £50 per client thereafter (plus VAT and any expenses incurred in the feedback presentation). The fees are payable 50% before commencing the survey and 50% immediately on completion at the end of the feedback and recommendations presentation.

Client Satisfaction Survey - Registration of Interest Form

Company / Organisation

Contact Name

Address

Postcode

Contact Name

Email

Telephone

Fax

Please complete the above form and:

1. Email gordon.gilchrist@the2020group.com to register your interest
2. Fax this form to +44 (0) 121 314 4718
3. Call + 44 (0) 121 314 2020 to register your interest
4. Post the form to the address opposite