

## Knights Lowe Client Survey

We recently carried out a survey of all our clients and received a very good response with over one hundred replies received.

The key points that came out of this were as follows:-

- Most of our clients initially approached us following recommendation from friends, other businesses or professional contacts.
- 98% of clients who replied said that we fully live up to their expectations.
- 99% of clients who replied stated that they were happy with the individual members of staff that they deal with within Knights Lowe.
- 100% of clients who replied stated that they were happy with the speed of response to telephone calls or correspondence.
- 76% of clients who replied have referred Knights Lowe to somebody they know who were looking for an accountant.
- **100% of clients who replied said that they would be happy to refer new business to us in future when they have the opportunity to do so.**
- When asked "Where do you think we need to improve?", 89% said that no improvements were necessary and the others had constructive views which are welcomed by Knights Lowe.
- We had a good response to people who are interested in other services that we provide, which they may not have known about without this survey, (e.g. transferring businesses to limited companies, preparing regular management accounts, planning for the future of the business including succession or retirement, grooming businesses for future sale, savings, pension provision, life/critical illness cover, will and inheritance tax planning, overall financial reviews, networking and attending our seminars).

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- We asked "If you used one word to describe Knights Lowe, what would that word be?", the following words were indicated:-

Efficient	Professional	Excellent	Reliable
Approachable	Helpful	Friendly	
Reputable	Competent	Knowledgeable	Proactive

- Finally, when we asked for personal comments, the results were very wide ranging but included the following:-

- We have always found Knights Lowe staff polite, friendly, knowledgeable and helpful.
- I feel I can rely entirely on sensible, good advice.
- A professional yet friendly support, in whom I have complete confidence and trust.
- Since changing to Knights Lowe we have felt much more in control of our finances and feel we receive the best advice possible at all times.

This is a brief summary of the survey, a copy of the full results is available on request.

If you would like to speak to us about your accountancy, taxation or business requirements, please call Neil Sandry, Daniel Mead or Ian Stammers on 01284 701300.