

Hugh Davies & Co.

CHARTERED ACCOUNTANTS

Client Consultation

Summary of results following an anonymous postal survey of Hugh Davies & Co clients.

Response rate: 60%

A big thank you to clients - 60% is an excellent result - the usual rate is between five and ten percent - even for a company's own clients.

97% of clients say they are extremely satisfied or satisfied that enquires are dealt with promptly and efficiently.

50:50 Half of clients prefer variable fees.
Half would prefer fixed fees.

96% of clients say they are satisfied or extremely satisfied that Hugh Davies & Co provides value for money.

95% of clients normally communicate with Hugh Davies & Co by telephone.

91% of clients would recommend Hugh Davies & Co to others.

83% of clients are satisfied that invoices are clearly set out so that they know what they are being charged for.

"brilliant people – brilliant service"



Hugh Davies & Co.

CHARTERED ACCOUNTANTS

Client Consultation

Changes as a result of client consultation

- 1.** We will make sure you know who you are talking to when you call, and if you need to leave a message for someone we aim to make sure you get a call back the **same day**.
- 2.** We will use the **phone** more often to contact you - and sometimes we might even call you just to see how you are!
- 3.** We asked whether you prefer to pay variable fees based on the exact amount of work completed or fixed fees agreed in advance. There was an almost exact 50-50 response on this question – so:

Fixed fees *agreed in advance* are now available as an option.
- 4.** Many of you expressed an interest in Strategic Financial Advice and Tax Planning, so we are offering free initial consultations.
- 5.** We asked you about our **website**: A new website which will include staff profiles, top tips, and useful information and downloads will be launched by 31st July 2007.

and finally...

thanks to one client's comment - we are going to freshen up the reception area.

Hugh Davies & Ian Sheekey

