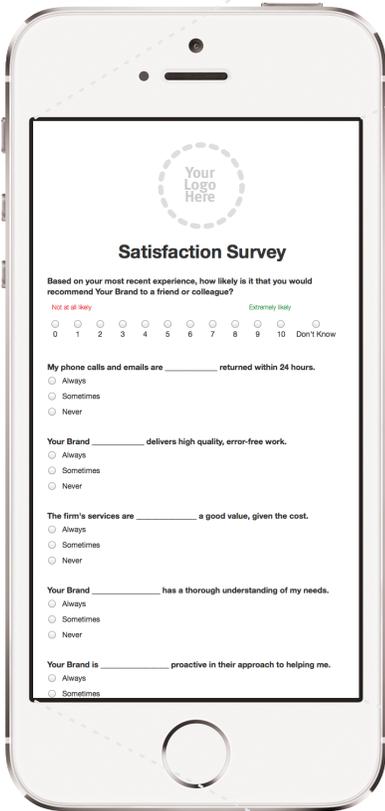


8-Question Client Survey

This is the survey that will be sent to your clients. On average, our accounting firm clients get a 32% response rate to the survey.



This Net Promoter® Score (NPS) question is the globally recognized survey question that determines a client's level of loyalty to your firm. This metric determines if your firm earns the Best of Accounting™ award.

After a decade of client satisfaction research for professional service firms, Inavero has identified these 5 key drivers of client satisfaction.

Your Logo Here

Satisfaction Survey

Based on your most recent experience, how likely is it that you would recommend Your Brand to a friend or colleague?

Not at all likely Extremely likely

0 1 2 3 4 5 6 7 8 9 10 Don't Know

My phone calls and emails are _____ returned within 24 hours.

Always
 Sometimes
 Never

Your Brand _____ delivers high quality, error-free work.

Always
 Sometimes
 Never

The firm's services are _____ a good value, given the cost.

Always
 Sometimes
 Never

Your Brand _____ has a thorough understanding of my needs.

Always
 Sometimes
 Never

Your Brand is _____ proactive in their approach to helping me.

Always
 Sometimes
 Never

What is the primary reason behind the rating you provided?

What is one thing we could be doing differently to increase the value you receive from us?

Initial Email Invitation Sent to Clients

From: [Your Brand Name]
Subject: [Your Brand Name] – 8 Question Survey

Hi [client's first name]:

Your opinion is important to us. Please help us improve by completing a quick, eight question survey on your recent experiences with our firm.

Please click the following link now to begin the survey:

[survey link]

(Please note: If you have problems loading the survey, you may also copy the entire link into your web browser.)

For your time, you will be entered into a drawing for a \$XXX debit card upon submitting the survey. If you are unable to accept a corporate gift, [brand] will make a charitable contribution in your honor. Arrangement for either a donation or delivery of your prize will be made once the winner has been selected and notified.

By taking time to share a few thoughts with us on your experience, you are helping us discover ways to improve the service we provide you.

Thank you in advance for your time.

Sincerely,

[email signature name]
[email signature title]

This survey was sent to you by Inavero on behalf of [Your Brand Name]. If you have any questions or problems with the survey, please contact Inavero at 800-921-2640, or by email at survey@inavero.com.

Please read our Privacy Policy and Official Drawing Rules. To unsubscribe from all future surveys conducted by Inavero, please click here:
[unsubscribe link]

Incentives are optional and managed by your company. We suggest adding one if possible, it does increase response rate. The incentive can be anything from a VISA gift card, to a donation to a charity, we've even seen clients give away an iPad.

Typically a visa gift card is between \$100-\$300 and donations are between \$150-\$500.