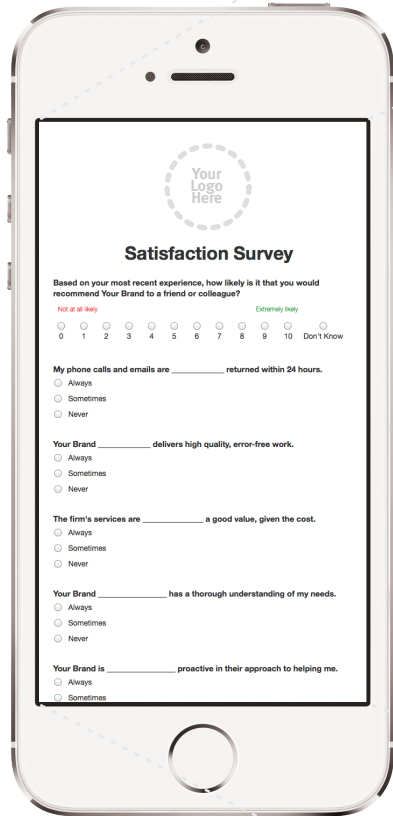


# 8-Question Client Survey

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]

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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.