

### What our clients say about us

In April 2012 we commissioned an independent survey of the opinions of our clients from Aardvark Marketing Consultants Ltd. As a team we were proud of the very positive things said about us, and at the end of 2018 we decided it was time to check if we were maintaining our high standards.

Having had such a good result in 2012, we were a little nervous when Aardvark brought us the latest results, but we're delighted to report that the results are at least as good, and in some instances better. It's very important to us to be recognised not only for our professionalism but for our friendliness and willingness to help you. We pride ourselves on being an integral part of your business team and want to contribute towards your success.

Please find the response to some of our statements and some individual comments below

Statement	% agreement	
	2018	2012
• The team at Wilson Bott are friendly and helpful	100	99
• They are knowledgeable and experienced	99	98
• Wilson Bott staff have high professional standards	98	98
• Wilson Bott staff take time to understand my business	95	94
• I view Wilson Bott as a valuable business partner	88	84
• The service from Wilson Bott is good value for money	90	86
• I would be willing to recommend Wilson Bott	99	98

When asked what impressed our clients most about Wilson Bott, most responses were around the areas of approachability, friendliness, answering queries promptly and our willingness to help you. Here is a small selection of the comments:

*"Friendly and happy to take the time to explain processes I do not fully understand."*

*"We have been with them for a number of years and always had good service."*

*"Good local firm that provides good service at fair price."*

*“...they offer business support above and beyond the normal expectations of an accountancy practice.”*

*“There are no airs and graces; they are team players and I feel in partnership with them rather than a client.”*

*“...very knowledgeable, personable and able to explain things in layman terms.”*

*“I don’t feel stupid asking a question.”*

*“Prompt, professional and accurate responses to enquiries.”*

*“Gives impression that they understand that small businesses are not only about figures, but really are about people who want to achieve their dreams”.*

*“Continuity of personnel -you deal with the same people and can always talk to the right one or at least always know messages will be passed on and actioned.”*

#### Accountancy and bookkeeping technology

In the last survey we asked a few questions about the use of technology in business finances. Just over half of respondents agreed that “The technology adds real value to my business” and it was pleasing to note that 63% agreed that we “provide the right level of support for my use of technology”.

#### Our planned improvements

When our clients were asked what we could do to improve our service over 85% of respondents couldn’t think of anything, but we aren’t taking anything for granted. With the introduction of the ‘Making Tax Digital’ programme, the use of accounting software will increase, and we have decided to partner with Xero, one of the leading providers to ensure we are able to provide the best possible support to our clients.

We will also be making further improvements to our communications, through our website and newsletters. If you have specific questions or suggestions, please don’t hesitate to get in touch.