



CLIENT SATISFACTION & LOYALTY SURVEYS

You can't manage what
you don't measure.

The BIG IDEA

Provide an online survey system that allows CPAs to easily poll clients, determine their current level of satisfaction and loyalty, and to gain vital perspective on how best to improve their service delivery.

In today's hyper-competitive market, CPAs can assume that their top clients are their competitor's top prospects. As such, progressive firms deploy systems to measure, and subsequently manage, the level of satisfaction within their key client relationships.

The Growth Partnership is the profession's leader when it comes to helping CPAs establish an objective measure of client satisfaction and can boast clients throughout the United States and in over 20 other countries around the world. Utilizing the proven Net Promoter Score™ (NPS) Methodology, the TGP survey system is an online platform designed to provide CPAs with a tool to easily measure customer sentiment. The highly customizable system includes:

- Net Promoter Score calculated and updated in real time;
- Unlimited questions and the ability to create multiple surveys;
- Various question format and response scale options to choose from;
- Compelling dashboards that succinctly capture survey results;
- Survey completion notifications;
- Customizable logic / action options based on survey response data;
- Optimized for mobile;
- Public API interface and integration with the ABLE Customer Experience Platform;
- Store contact information for future surveys;
- Custom reporting options with multiple export and printing options;
- Fixed annual fee. No cap on the total number of surveys you can send;
- Unparalleled customer service and support.
- Optional E.U. server and GDPR compliant;
- Optional add-on customer loyalty training offered through The Growth Partnership

Investment:	\$3,500/year
One-Time Setup:	\$2,000
Number of Annual Surveys:	Unlimited



"The Growth Partnership's NPS Survey Program has been instrumental for our firm's commitment to client service. They are responsive, attentive, and make sure every interaction we, or our clients, have with them is positive and impactful. The value received for the fee we pay cannot be matched."

Erica Moran
Senior Marketing Programs Specialist
Cohen & Company



THE GROWTH PARTNERSHIP
— PLAN ON SUCCESS —