Better Accountancy Firms Need
Better Client Feedback

Software that makes it easy to gather feedback, listen to your clients, and improve your marketing and services

SightMill

Gather, analyse and act on feedback

sightmill.com

Contents

Successful companies gather, analyse and act on feedback

Why gather client feedback?

- Client feedback provides valuable insights to help improve your firm and its services to create the **best client experience**

- Client feedback provides a way of **measuring and tracking** client satisfaction and loyalty

- Gathering and acting on client feedback shows that you **value your clients' opinions**

- **Acquiring a new client** can cost up to five times more than retaining an existing one

- The number one source of new leads are **referrals from satisfied clients**

- Highly **engaged clients buy** 90% more often and spend 60% more per transaction

- Client feedback gives you data that helps you to **take key business decisions**

- Metric of satisfaction

- Retain clients

- Increase fees

- Reduce attrition

- Reduce costs

- **Improved profits**

- **Better decisions**

Improve your feedback

Gather

- Flexible, scalable and responsive client feedback platform

- Easy setup and integration with your CRM; free onboarding support

- Works across these channels:
  - Website
  - In-app
  - Email
  - SMS
  - Training & Events
  - Desk-based staff

- Uses the industry-standard Net Promoter Score methodology

Analyse

- Generate a trackable business metric and see which of your actions influence it

- Automatically tag and group results to view feedback by theme, segment, geography, or type of client

- Understand trends with easy self-serve reporting

Act

- Across the firm, align all teams around a metric and trends in your client satisfaction score

- Respond to clients in real-time, quickly solving problems for clients and turning detractors to fans

- Automatically distribute feedback to your teams in real-time

Creating actionable insights

Acting on client feedback completes the process and is an essential part of improving client satisfaction. SightMill helps ensure your firm can act on insights.

• Gather client feedback by email, from your website, or SMS

• SightMill creates a single metric score that can be tracked and measured – and used across the company to understand how client satisfaction is improving

• Act quickly on client feedback – SightMill provides an easy to use dashboard and distributes feedback around to teams in real-time
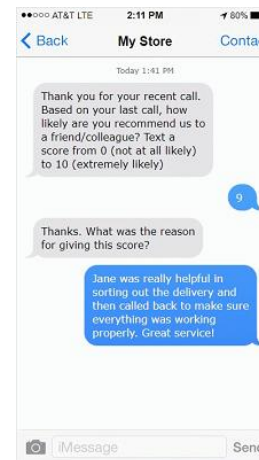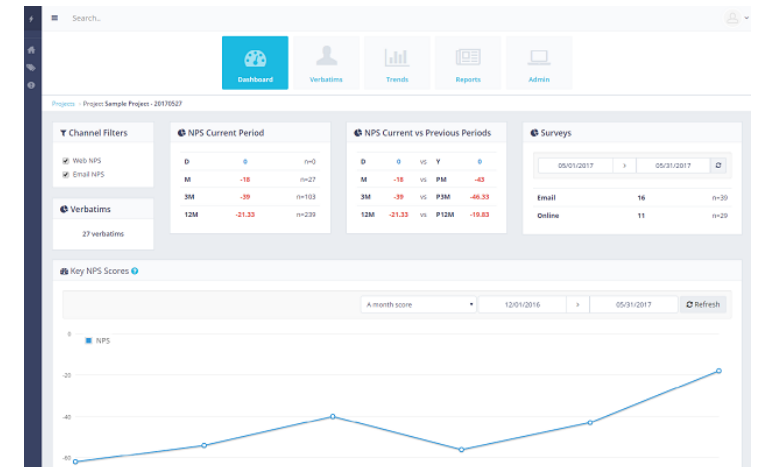
Gather client feedback by email
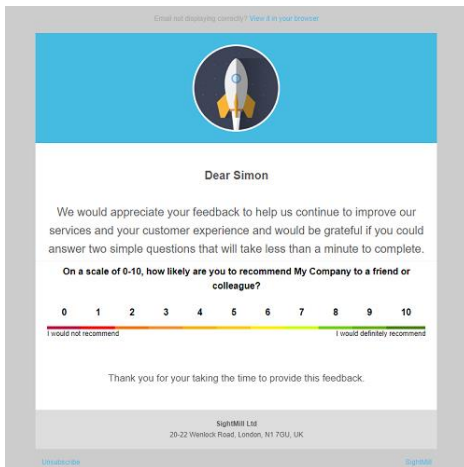
Add client surveys to your website
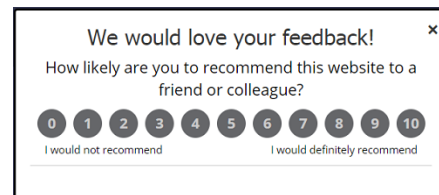
Gather feedback by SMS

Easy to use dashboard

What our customers say about us

"Sightmill makes it easy for us to 'listen' to our users and provide the best possible experience on Fastcase.com"

Karli Hannan, Director Sales & Customer Experience
Fastcase

"It's really powerful to hear and act on the feedback from our delegates in real-time to make our training experience ever better"

Jelena Sevo, Director,
Tolley Tax Intelligence and Training

"I'm really impressed how SightMill makes it so easy to get real-time customer feedback via our website and after live training events"

Jonathan Mama, CEO
Skorch Outdoors

"Easy setup and great features - a simple choice when implementing NPS by email and at live events"

Ben Kittow, CEO
The Streaming Company

SightMill helping your firm

Are we too big for SightMill ?

- Our enterprise packages provide feedback solutions to some of the biggest businesses gathering feedback from their customers and integrating to their systems

Are we too small for SightMill ?

- Our starter packages are used by a wide range of startups and small businesses to gather feedback, helping them become even more competitive by listening to their customers

Can we generate a single shareable metric?

- SightMill generates a single metric: your NPS score that can be used in the boardroom or with operational teams. It also provides trend analysis to see how your actions influence this.

We don't have the expertise to set this up

- We can help any of our customers get started – we can help you with the survey design, how to setup and test, then advice on how to optimise. It's all free and included in all plans

We aren't technical

- Our platform is easy to use and setup so no development or technical skills are required. And we're available anytime to help you with advice to get started.

Our teams want details by customer and products

- Our platform can pull in data about your customers from your CRM and show you how the scores relate to segments, products, sales teams, and more.

We want to customise everything

- All of our surveys, especially our email and website surveys, can be easily customised to fit in with your style and design – use our easy editor or we can help.

We want to connect our systems

- Our platform can connect up to a wide range of other software – either do it yourself, get sophisticated with our APIs, or we can help link SightMill.

We want to automate everything

- Our platform supports a range of automation so you can setup once, allowing teams to receive and act on feedback to improve customer experience.

Summary

- Start gathering feedback to better understand your clients

- Create a single business metric that helps you track client satisfaction

- Create actionable insights to improve your marketing campaigns

- Speedy set up, easy integration and ongoing support and development

- Flexible, scalable and responsive client and employee feedback platform utilising the authoritative NPS methodology

- Applicable across all communication channels

- Real time tracking and automatic feedback to your CRM or via team tools

- Easy-to-use self-serve reports

Setup a free trial account to start gathering feedback for your firm

Upgrade at any time – no contracts, no ties

Contact us at: hello@sightmill.com

Appendix

What is Net Promoter Score?

SightMill uses the industry-standard Net Promoter Score methodology.

- NPS (Net Promoter Score) is calculated based on the results of asking a single, simple question

- The standard NPS question is:

  "How likely is it that you would recommend [my product] to a friend or colleague?"

- A respondent is asked to answer this question using a scale graduated from 0 (='Not at all likely') to 10 (='Extremely likely')

- The NPS methodology splits answers into three groups, based on the score given by a respondent:

  - Scores of 0-6 are called **detractors**

  - Scores of 7-8 are called **passives**

  - Scores of 9-10 are called **promoters**

- The NPS score for a period of time (typically, a day or a month) is calculated by subtracting the percentage of detractors from the percentage of promoters. (The passives do not count in the scoring)

  - **Net Promoter Score = Promoters % - Detractors %**

- The score is displayed as a number in the range of -100 to +100

Worked example

How likely is it that you would recommend *Product-X* to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

Not at all likely   Extremely likely

0 1 2 3 4 5 6 7 8 9 10

Detractors   Passives Promoters

- In a day, there are 10 respondents and they score as follows:
  - 3, 4, 6, 7, 8, 8, 9, 9, 10, 10
- This equates to:
  - 3 detractors (scoring 3, 4, 6) (ie 30% or respondents)
  - 3 passives (scoring 7, 8, 8) (not included in the NPS calculation)
  - 4 promoters (scoring 9, 9, 10, 10) (ie 40% or respondents)
- So the NPS for today is calculated as follows
  - 40% promoters - 30% detractors = 10%
  - So the day's **NPS = 10**