

# What our clients think!

## 2024



**Forrester Boyd**  
CHARTERED ACCOUNTANTS

# Introduction

We extend our heartfelt thanks each and every one of you who took the time to respond to our annual client survey. This year, we're thrilled to share that we have received our highest response rate yet, with 8.9% of clients participating. Your input is invaluable, and we deeply appreciate your contributions.

At Forrester Boyd, we are committed to excellence and continuous improvement. Client feedback plays a crucial role in helping us assess how we're doing today and identify opportunities to refine and enhance the services we provide to you, our clients tomorrow.

We believe our greatest asset is our talented team, and these insights help us better understand how we're supporting you, as well as how we can continue to grow and deliver even greater value.

In the pages ahead, you'll find a detailed breakdown of the survey results, including scores on key areas such as the quality of our support and advice, the efficiency of our communications, and the breadth of services we offer.

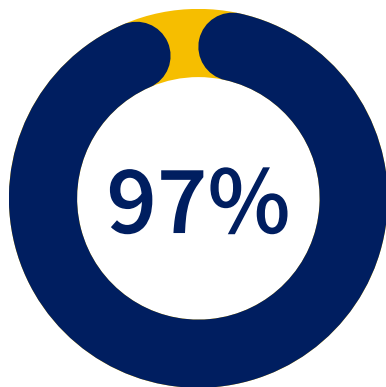
We hope you enjoy reading this year's report and once again, thank you.



# Efficiency and support

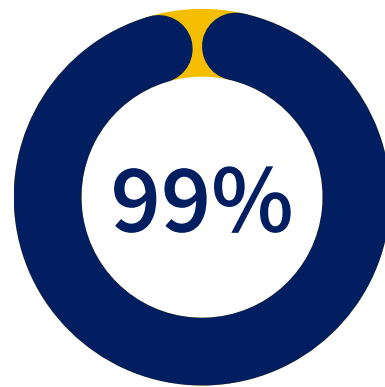
We started our survey wanting to find out what you thought about the services we offer. This helps to give us a measure of success and look for areas where we might need to improve.

## Dealing with enquiries



97% believe we are good to excellent at dealing with their enquiries. Down 1% on 2023.

## Jargon free advice and support



99% believe that we offer clear and jargon free advice that they can understand. Up by 1% on 2023

We always strive to improve our service levels and can only do that by measuring a set number of variables year on year. We are delighted to have seen a 1% increase in the fact that you believe we are good at offering jargon free support and advice. This is so reassuring to hear as we really try hard to ensure that you understand everything we tell you and all the advice that we offer.

We have however dropped 1% in terms of dealing with your enquiries. At 97%, the result is still fantastic, but our aim is always for continual improvement. Whilst we may not always be able to answer straight away, an acknowledgement is better than no response so we will be sure to look at ways to improve this.

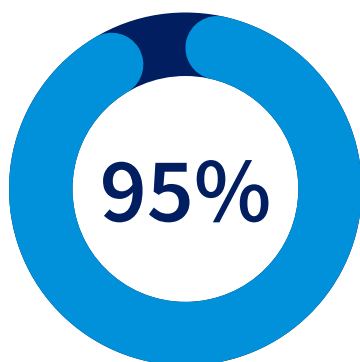
“ The team are very responsive, understand our business and proactive in advice and comments. ”

# Our service and Value for Money

We have seen a slight dip in the percentage of you who rate the quality of our services as Good or Excellent. Whilst 95% is still a very impressive result, we always strive for continual improvement.

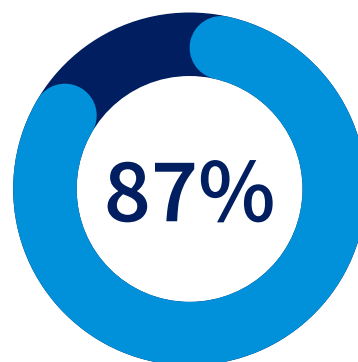
The quality of service and advice that we provide is the cornerstone of our firm and as such, we always work our hardest to ensure we can maintain our exceptional levels.

## Quality of our service



95% reported that the quality of our service highly. Down by 1% on 2023

## Value for money



87% believe we offer value for money when it comes to the services we offer. No change

## Net Promoter Score

We asked you how likely you were to recommend us to a friend. This is called a Net Promoter Score (NPS). Out of the 264 responses, once again we were blown away with the results. Our NPS score was 79 against an industry benchmark of 20-40. This is however a minor drop from 81 last year.



# How well do we communicate?



**100% said we offered good communication via email**



**99% said we offered good communication via phone**



**100% said we offered good communication via letter**

“  
I can honestly say I have been more than satisfied with your service, guidance and advice over the years. I would rate you as outstanding in all facets of professional support and personal demeanour, thank you.  
”

“  
I'm always impressed that whoever I talk to seems to know about our business and accounts.  
”

“  
Every time I call I am directed to willing and responsive people  
”

“  
It never seems too much trouble for the person to explain and work through issues.  
”



# About you and your business



We wanted to find out a little bit more about you and your business over the next 12 months. This helps us to interpret the type of support that you might need and the challenges you are currently facing.

What level of income are you projecting for your business over the next 12 months.

## Increase



## Decrease



48% stated you expected no change to your level of income. The biggest shift this year is in the reduction of you expecting to see your level of income increase. Last year, this sat at 44% showing quite a buoyant outlook. This year however, it looks a bit more unsettled.

---

Are you expecting to increase or reduce headcount over the next 12 months.

## Increase



## Decrease



70% of you expected no change as opposed to 75% in 2023. The number of firms looking to increase headcount has yet again fallen, down from 23% last year, probably a good indicator of uncertainty in the business community. The more concerning response is to see those expecting to reduce headcount increasing from 2% last year to 11% this year.

---

We have to remember looking at these results, that they are a snapshot of sentiment prior to the Autumn Budget and whilst we were hearing rumblings of things that might be announced, the full picture was still not clear at the time the majority of the responses were collated.

# Top Priorities

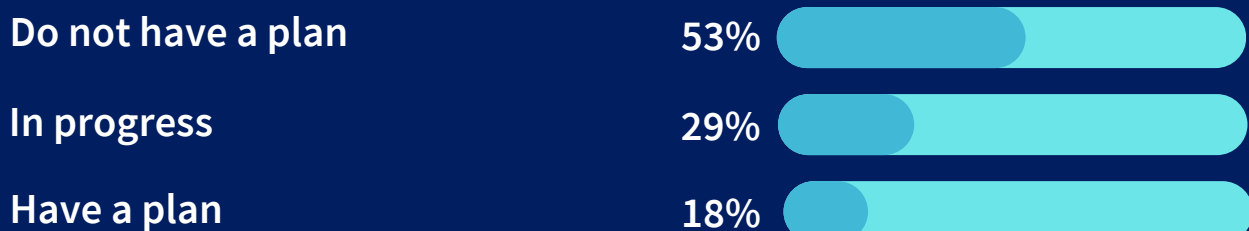
We then asked you what your top priorities were for the next 12 months.



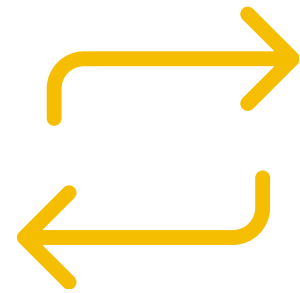
Looking at the results 45% of you are stating that increasing profitability, looking after existing clients and growth are your top priorities so please do talk to us about how we can assist you further in these areas.

## Succession Planning

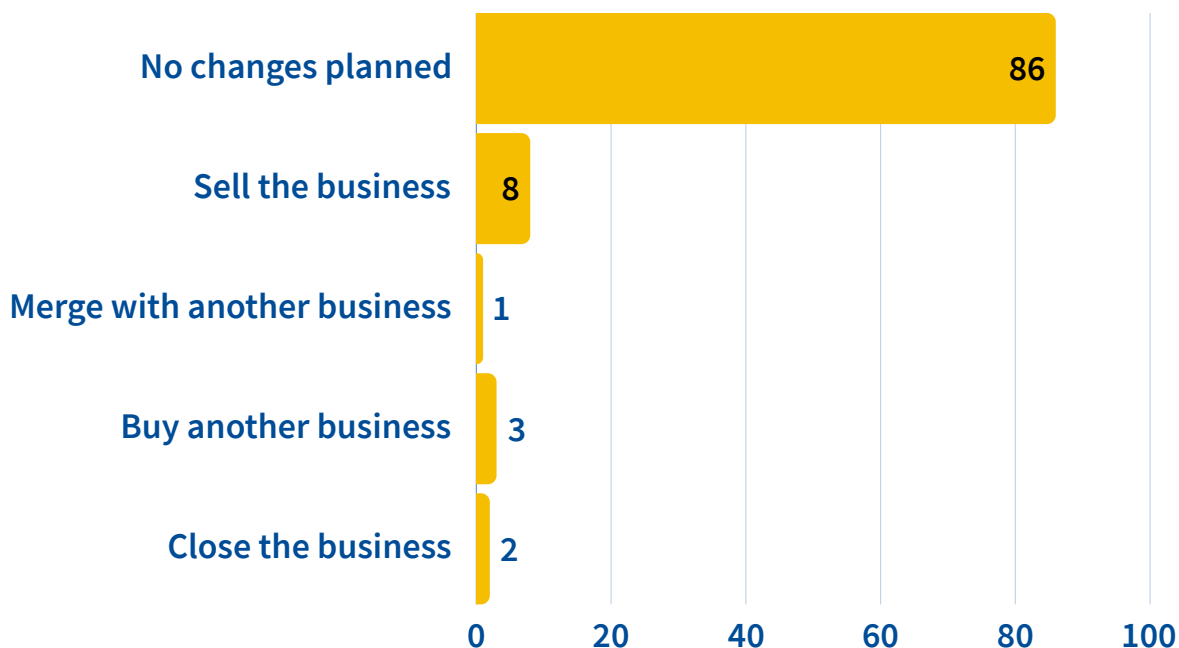
Succession planning currently sits 6th in the top 10 priorities, but with recent changes in government policy such as Capital Gains Tax and the impacts on Inheritance Tax, this really should be much higher up the agenda so again, do talk to us about your plans.



# Major Changes



We asked if you were planning any major changes over the next 12 months, and if so, what your main focus was. Out of those that responded, the following results are shown in terms of percentages.



The percentage of those looking to sell their business has increased from 5% last year to 8% this year. This does appear to reflect patterns that we are seeing in the wider M&A activity throughout the UK as business confidence seems to be stabilising.



# How can we help?

We asked you what other services you might require. This helps us to gauge the changing needs in service levels that you are asking us for. It also helps to ensure that you are fully aware of the extensive range of services that Forrester Boyd actually offers over and above that of a traditional accountancy firm.

**33**

Personal Tax

**29**

Tax Advice

**27**

Accounts Preparation

**18**

Succession Planning

**13**

Business Growth

**12**

Trusts (estate planning)

**11**

VAT

**8**

Marketing Support

**8**

HR Support

**6**

Company Restructure

**5**

Business Sale/Acquisition

**5**

Audit Services

**4**

Cloud based software packages

**3**

Outsourcing (bookkeeping and payroll)

# Summary



This year, we have seen an outstanding response with the highest engagement to date so thank you to each and every client who took their valuable time to respond. Client feedback is invaluable and plays a critical role in shaping the way we deliver our services to you.

The survey results reflect the dedication and expertise of our teams, with highlights such as a 99% satisfaction rate for our jargon-free advice and a Net Promoter Score of 79, significantly outperforming the industry benchmark. These achievements affirm our commitment to clear, proactive communication and the delivery of high-quality, client-focused services.


However, we recognise that there are areas where we can improve. The slight dip in some metrics, such as enquiry handling and overall service quality, challenges us to continue raising our standards and meeting your expectations. That said, the rankings are still outstanding and if we consider a score between 90% and 100% being highly desirable, we are excelling on nearly all counts.

We also gained key insights into your priorities for the year ahead, from those looking to increase profitability or grow their business, to those wanting to ensure they look after their existing clients. There are lots of opportunities in which we can support you and help you to achieve your goals so please do talk to your adviser about how we can offer support and advice. We provide so much more than just traditional accountancy services.


On behalf of the entire partnership, I would like to extend my gratitude to all who participated in the survey. This candid feedback inspires us to do better every day. Together, we look forward to building even stronger, more collaborative relationships with you in the years to come.

Mike Beckett  
Chairman, Forrester Boyd







It is always a pleasure to  
work with all the staff at  
Forrester Boyd




Any queries that I have had  
have always been dealt  
with promptly and  
efficiently




I'm extremely happy with  
the service. Couldn't  
recommend enough.



The team are very  
responsive and  
proactive.



Everybody is  
helpful and always  
have time for us.



You make me feel  
listened to and  
always keen to help  
in any way.



[forrester-boyd.co.uk](http://forrester-boyd.co.uk)  
[info@forrester-boyd.co.uk](mailto:info@forrester-boyd.co.uk)

Grimsby : 01472 350601  
Louth : 01507 606111  
Scunthorpe : 01724 863105  
Skegness : 01754 761777  
Beverley : 01482 889400  
Lincoln: 01522 701843

Forrester Boyd Chartered Accountants is a trading style of Forrester Boyd, a partnership operated from Grimsby, Louth, Scunthorpe and Skegness.

Forrester Boyd Chartered Accountants is a trading style of Forrester Boyd Robson Limited operating from Beverley and Hull. Forrester Boyd Robson Limited is a company incorporated in England & Wales with company number 08370127 and registered office at Kingfisher Court, Plaxton Bridge Road, Woodmansey, Beverley, HU17 0RT and a wholly owned subsidiary of Forrester Boyd.