



NEWS UPDATE SPECIAL

THOMAS COX & CO UNDER THE MICROSCOPE.....

A key part of the continuing growth of our business is to ensure that our customers are provided with really high quality service and value for money. In October of last year we decided to commission a client perception survey, very professionally conducted by StockdaleMartin, to ascertain what aspects of our service our customers particularly appreciate and what improvements we can make to offer an even better service. We are extremely grateful to the many of you who gave up your time to give your feedback. It is very valuable information for us and we have already started working on a number of areas of the business where it was suggested that improvements could be made.... Watch this space!

A summary of the results is available below:

What our customers like about us:

- ☺ TC & Co “provide the expertise the owners don’t have”
- ☺ “Proactivity and a willingness to listen” – many smaller businesses like the fact that TC & Co can “get them out of trouble”
- ☺ “Peter seemed very enthusiastic and provided an opinion”
- ☺ “Pricing structure and bonus scheme made a refreshing change”
- ☺ “We felt Peter was clear, concise and trustworthy”
- ☺ Customers generally feel they are getting ‘value for money’
- ☺ Customers really appreciate that we are not afraid to speak our minds
- ☺ Our customers gave us an overall satisfaction rating of a phenomenal 92%!

Suggestions for improvement:

- ⊗ Raise the profile of the wider Thomas Cox team – who we are and what we do
- ⊗ Raise awareness of the breadth of services we offer, i.e. Payroll, Bookkeeping, Preparation of Accounts, Business Development
- ⊗ Respond more quickly to messages left
- ⊗ Increase ‘touch points’ throughout the year, especially for smaller accounts
- ⊗ Plan regular ‘health checks’ to ensure customers are satisfied with service provision and to identify any new opportunities

Coincidentally, also in October last year we received a letter from the Institute of Chartered Accountants notifying us of a Quality Assurance Audit of our practice. Once we had recovered from the initial shock and trauma of the news we decided to look on the inspection as another great way to get some feedback on our business and how we could do better. It would be less than honest if we didn’t admit to a number of sleepless nights in the weeks preceding the visit, but after a very long and gruelling day of ‘interrogation’, systems implementation evidence and file reviews on 14th December Peter was absolutely delighted to receive extremely positive feedback from the auditor, including the assertion that our practice is placed in the top quartile compared with other practices of a similar size.....

So we begin 2006 full of vigour and enthusiasm, looking forward to implementing some exciting changes, and confident that the seed called Thomas Cox & Co that Peter planted 9 years ago has grown firm roots and is growing in stature.

We are really proud of these achievements and the support we receive from our customers – THANK YOU.