



## 2009 APS Client Satisfaction Survey Results

Last year, we asked our marketing agency StrategyCo to undertake a Client Satisfaction survey on behalf of APS, asking all our clients to rate us across a range of service and product areas – and we were absolutely thrilled to see more than 350 clients respond. Our thanks go out to all those who participated.

Although this survey is not the only opportunity we provide for clients to rate us, it is our best quantitative measure and the results will enable us to review closely what we do well – and show us what we need to do to stay ahead of the game in terms of the services – and service levels – we provide.

Importantly, it has become clear that our roadmap goal of some years ago – to build a totally integrated suite of software applications – has resonated strongly with clients. Almost 90% of users stated that the total integration of the suite is important for their practices.

### APS vs. key competitor

While it was no surprise to note that the vast majority of current Advance suite users had made the switch to APS from an MYOB product – Viztopia, Sol6 Classic, Accountants Office and XLON / Cee:Data - it was of real interest to see how they rated Advance Practice Management and Advance Tax against their previous product from the MYOB stable:

- *84% of respondents* who had used Advance PM and one of the MYOB products said Advance PM was 'superior'. Only 4% of respondents who had used both said their MYOB PM product had been superior.
- *75% of respondents* who had used Advance Tax and one of the MYOB tax products said Advance Tax was 'superior'. Only 8% of respondents who had used both said their MYOB Tax product had been superior.
- *79% of respondents* who had used Advance XPA and one of the MYOB accounting products said Advance XPA was 'superior'. Only 5% of respondents who had used both said their MYOB accounting product had been superior.

### APS vs. competitor teams

When comparing teams, the results were just as stark, with 79% of respondents who have worked with both APS or an MYOB product team stating that the APS team is 'superior' to their previous supplier. Only 3% rated their previous supplier's team as 'superior'.

### Value for money

We asked all respondents to rate their day-to-day experience with the APS team, our products and our services, seeking to identify client views on the overall value we are perceived as offering. As many of you may know, asking this sort of question potentially sets you up for a big fall; consequently we were really pleased that 90% of clients agreed that APS provides them with value for money.

### Continuous improvement – the goal

Overall, we are very pleased with the positive vote of confidence our clients have given via this survey. We also received literally hundreds of comments and suggestions on the next generation of updates and functionality we need to provide, and this information is fed into our management and development teams. Suffice to say, there will be no thoughts of resting on our laurels – in order to stay one step ahead in the years to come we need to constantly improve our ratings. The last time we engaged in a survey of this type was in 2006 – and we have bettered the results we achieved in that survey this time around.

The aim now is to take our whole service based philosophy to a new level – something we will approach with gusto and determination.