

## Testimonials

As at August 2016

*'We are using **beaton**benchmarks to move key elements of our business strategy forward. It has proved a powerful stimulus.'*

Managing Director  
Mid-sized Engineering Firm

*'**beaton**benchmarks has been of great value to our business; the Australian firm has drawn great benefit from the research. It is difficult to beat independent data.'*

Chief Operating Officer  
Large International Engineering Firm

*'**beaton** has the intellectual rigour and depth of experience to mark it out as a global leader in providing independent, focused advice to professional services firms. Very few others even come close.'*

Professor Stephen Mayson  
Author of *Law Firm Strategy*

*'I am seeking a powerful independent means of continuing to show partners the way forward for the firm. **beaton**benchmarks is proving very useful in this, and strengthens management's mandate.'*

Chief Executive Officer  
International Professional Services Firm

*'In providing strategic advice to professional services firms, **beaton**'s creatively delivered experience and insight provide clients with the edge in challenging environments.'*

CEO, Australian offices  
International Law Firm

*'**beaton**benchmarks revealed to us a major element of our strategy that we had overlooked, and gave us the confidence to act on it. We are already realising results.'*

Managing Director  
Management Consulting Firm

*'Having viewed **beaton**benchmarks from both the profession side and the client side, I am convinced that it is not just a tool for firms, but a service to the business community. Giving clients a voice in an independent setting, and firms the opportunity to act on it, can only benefit both alike.'*

Former Partner  
Top Tier Law Firm

*'**beaton**benchmarks provided the Board and executive team with compelling and conclusive evidence from our clients and the market. It assured us that the new structural changes being implemented would improve client service delivery and significantly enhance shareholder returns.'*

Chief Executive Officer  
Mid-sized Engineering Firm

*'**beatonbenchmarks** is being used by our executive team to develop and action key firm-wide strategies. It provides us with factual information which is extremely valuable as we drive our business forward.'*

Former Chief Executive Officer  
Large Engineering Firm

*'We are now so glad we took your advice to purchase **beatonbenchmarks** – it has been of immense value to our firm.'*

Managing Partner  
Mid-sized Law Firm

*'We used the findings from **beatonbenchmarks** as a key input for the next major phase in our business development. **beatonbenchmarks** is an excellent and unique service, which enables small firms like ours to benefit from relevant, objective and robust industry research.'*

Director  
Boutique Management Consulting Firm

*'The real secret is understanding the difference between who we believe we are, and who our clients know we are. **beatonbenchmarks** is critical feedback to help us narrow the gap.'*

Chief Executive Officer  
Large International Information Technology Company

*'The **beatonbenchmarks** report on our brand position and client service performance was searingly accurate. And a big wake-up call.'*

Managing Partner  
Large International Professional Services Firm

*'**beatonbenchmarks** has given us a powerful mechanism to stress test which elements of our corporate strategy are working and which ones we need to enhance in order to ensure that we continue to achieve delivery excellence through all of our client interactions.'*

Chief Executive Officer  
Large Management Consulting Firm

*'**beatonbenchmarks** is a critical management tool for us, providing up-to-date and relevant service information. We place great value on the benefits we achieve through **beatonbenchmarks**.'*

Director-Clients  
Mid-sized Accounting Firm

*'The analysis has given us great insight into our brand positioning and how this impacts on the performance of our company. **beatonbenchmarks** is a fundamental part of our strategic marketing planning for the next 3 years.'*

Principal & Managing Director  
Large International Engineering Firm

*'Over the last 18 months **beatonbenchmarks** has influenced the way we think and behave within the firm. It has played an important role in setting the framework for our focus on client service.'*

Chief Operating Officer  
International Professional Services Firm

*'beatonbenchmarks has been a key input to our brand strategy and has greatly assisted us to continuously refine our approach to exceptional client service.'*

Managing Partner  
Large International Accounting Firm

*'beatonbenchmarks is an objective tool that we use to continually improve our client service offering which in turn helps us to build lasting, transformational advantage for our clients.'*

Chief Operating Officer  
Mid-sized Law Firm

*'beatonbenchmarks provides an excellent overview to compare to our own client listening program. It helps greatly with partner buy-in to position the firm going forward and only clients can be the true judge of the service and value they are receiving from our firm.'*

Director of Business Development and Marketing  
Large Law Firm

*'beatonbenchmarks gives invaluable insight and tangible actions to support our commitment for our clients to experience excellent service.'*

Chief Executive  
Large International Engineering Company

*'beatonbenchmarks complements our own client listening program to focus our strategy, challenge our value proposition and ensure a strong, independent voice of the client resonates throughout the business.'*

Head of Strategy & Client Services  
Mid-sized Accounting Firm

*'The professional services market is facing a number of disruptive challenges today. beaton's background in research and understanding of the importance of the client experience puts beaton in a unique position to provide exceptional insight to firms as they negotiate an effective path to address today's disruptive challenges.'*

Chief Executive Officer  
Large law firm and former Managing Partner of Big 4 firm, Australia