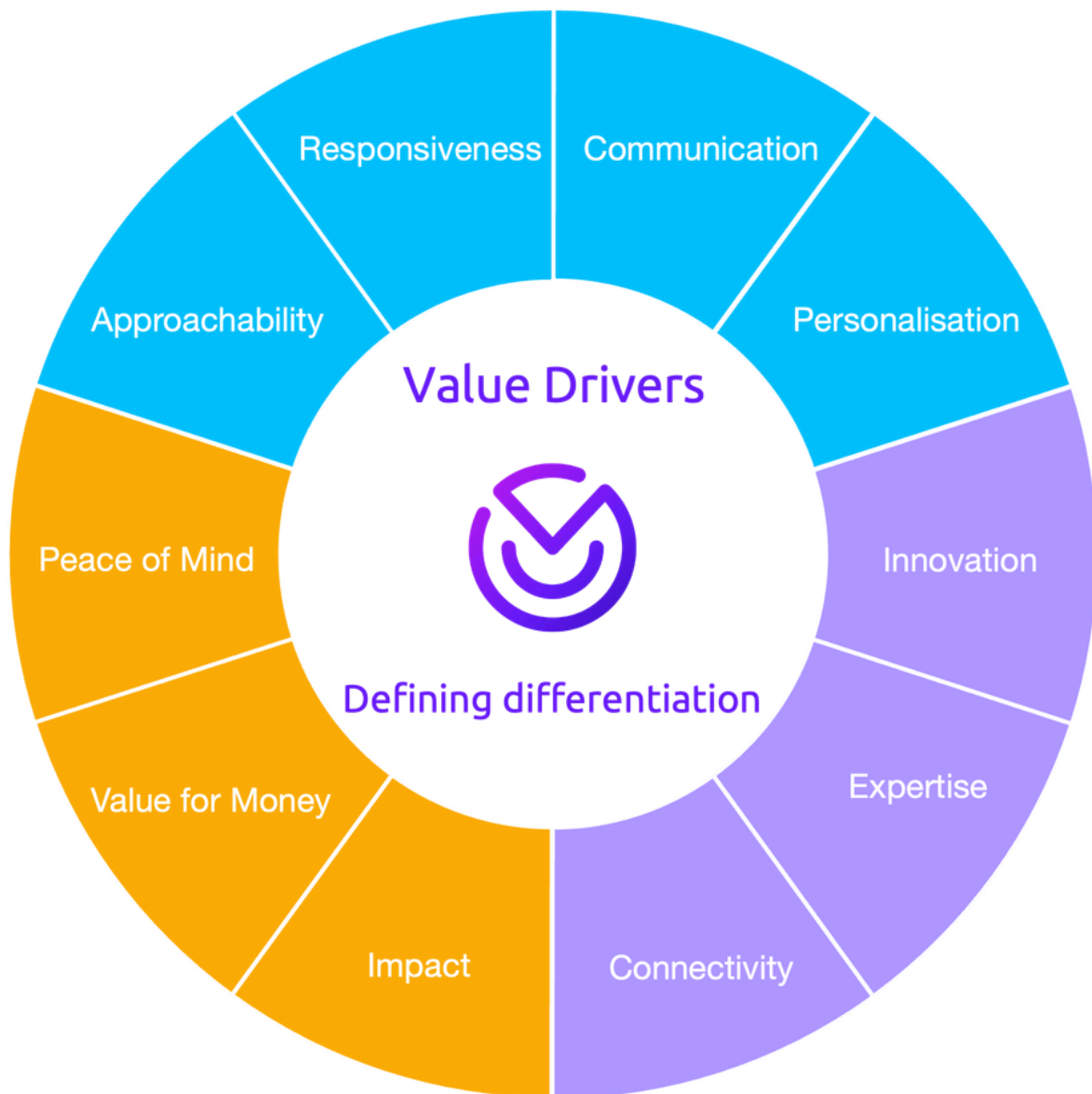


VALUE DRIVERS

Where is your firm committed to excelling?



Our Value Drivers model provides a consistent way to compare brand promises to client reality. It gives firms a common language that bridges the gap between how they talk about value and how their clients experience it.

No firm can genuinely differentiate on all ten. The discipline is in choosing which ones define the experience you want clients to have, and then consistently measuring whether clients are experiencing them.

That consistency matters more than most firms realise.

VALUE DRIVERS

When you use the Value Drivers framework to analyse verbatim feedback, it unlocks something NPS alone can never do: the ability to analyse client comments through the lens of your own value proposition

Behaviour-led 'how we behave'

Approachability - empathy, friendliness and accessibility of people and environment.

Responsiveness – speed & proactivity of reacting to client needs and requests.

Communication – Clear and useful information about progress, decisions, issues and next steps.

Personalisation – understanding their context and adapting approach and service to fit.

Capability-led 'what we do'

Innovation – new thinking, technology or ways of working that improve experiences.

Expertise – depth, relevance and credibility of technical and sector knowledge.

Connectivity – leveraging local/international networks and providing joined-up support across teams/offices.

Outcome-led 'the difference we make'

Peace of Mind - trust, confidence and reliability, especially during uncertainty.

Value for Money - whether benefits and experience were worth the cost and effort involved.

Impact - meaningful difference the work makes to the client's situation, outcomes or objectives.