



Case Study – Alliot Wingham Chartered Accountants

Alliot Wingham Limited is an independent firm of Chartered Accountants in Southern Hampshire. The firm can trace its history back to Barnard & Co, a firm which started in 1948. As with many firms, they have undergone changes over the years and currently operate out of Fareham.

They are forward thinking, focusing on forecasting and decision-making on behalf of their clients. **Director Mark Nolan** says *“in the past we did receive referrals but left it to our clients rather than asking them; the same applied with testimonials as we did not know what else to do with them, if anything, and we are not big enough to have a marketing team.*

Previously, Alliot Wingham undertook the standard advertising routes to market such as Yellow Pages and Thomson Local. “For any kind of prominence, these are expensive leaving little budget to do much else. We felt we had to be in them but year on year we have found them to be of less value.”

Business Development Tool

Having chosen The Disc, Alliot Wingham is by far the most recommended accountant to date in the region.

Mark Nolan says of the service *“Working Feedback has proven to be a very successful business development tool. As a third party service, they (Working Feedback) helps us find out what clients think of our service as well as what we could be doing better. This level of feedback is invaluable to us.”*

Alliot Wingham uses the branded feedback cards to good effect. So far, they have carried out two direct mail campaigns and achieved much more than expected. Mark Nolan says *“It’s a proactive form of communication and because it’s impartial it delivers responses; far better than any other marketing we have done.*

As a direct result of using the service, we have generated more referrals which led to approximately £15,000 of new business. As we keep clients for a minimum of five years it is better valued at £75,000, many times more than we pay for the service.

By having a testimonial system in place for our clients we are saving time and money which ensures that we keep the very high level of service demanded of us. The testimonials through Working Feedback have raised our profile in our local area.

We implemented the social media and website feeds to ensure that our testimonials have an even greater online impact.”

The feedback service works

For Alliot Wingham it certainly does. Over 15 referrals, 120 testimonials and a Page 1 Google presence has led to them renewing for a further year.

Contact Working Feedback for further information on 0800 043 2100.

www.workingfeedback.co.uk

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