

# insight<sup>6</sup>

CUSTOMER EXPERIENCE SPECIALISTS

## The Truth About Enquiry Handling in Professional Services

Firms Are Losing Millions  
Each Year - Due to Poor  
Enquiry Handling



Partnering with :  
money penny

# Contents

|   |    |
|---|----|
| Are You Losing Revenue?.....                      | 4  |
| How Well Do Firms Handle New Business? .....      | 5  |
| Client Satisfaction in Professional Services..... | 6  |
| Why The Human Touch Still Matters .....           | 8  |
| Legal Firms' Findings.....                        | 9  |
| LawNet .....                                      | 10 |
| Case Study - Stephens Scown Solicitors .....      | 11 |
| Financial Services Firms' Findings.....           | 12 |
| Accountancy Firms' Findings .....                 | 13 |
| Case Study - Bishop Fleming.....                  | 14 |
| Property Services Firms' Findings .....           | 15 |
| Six Ways To improve New Business Enquiries .....  | 16 |
| Recognising CX Excellence.....                    | 20 |
| Ready To Stop Leaving Revenue On The Table? ..... | 22 |

# The Client Experience Advantage: It's Time to Act

**At insight6, we believe that exceptional Client Experience (CX) is more than good service—it's a critical business driver.**

Firms prioritising CX build trust, secure more clients, and grow sustainably. Those that don't risk losing business before they even realise the opportunity exists.

That's why we conducted the 2025 Professional Services Client Journey market study in partnership with [Money Penny](#), building on the insights from our 2021 Report. Once again, we set out to measure, analyse, and benchmark how firms handle new business enquiries, uncovering the key opportunities and challenges in client engagement.

These are the real concerns of everyday clients, making this study an actual test of a

firm's ability to deliver an excellent experience at the enquiry stage. The findings reveal apparent gaps between firms that invest in CX and those that don't. The good news? Improvement is possible. Small but meaningful changes—faster response times, proactive follow-ups, and more transparent communication—can dramatically impact client satisfaction and business success.

Our 2025 Report doesn't just highlight where firms are falling short—it provides a practical roadmap for improvement. The insights inside will help you turn enquiry handling into your competitive edge.



Jonathan Winchester

Founder & CEO, [insight6](#)

*An exceptional client experience should be the rule, not the exception.*



# Are You Losing Revenue Without Knowing It?

## Firms Are Losing Millions Each Year - Due to Poor Enquiry Handling

Poor enquiry handling can cost a professional service firm **more than £1M annually**. To assess their handling of new business enquiries, we contacted 219 legal, property services, financial services and accountancy firms, totalling 430 reports.

The results? A wake-up call. **Only 6.5% of firms provided an exceptional experience**. 135 firms met just 40% of a potential client's needs. Follow-ups were non-existent in some cases.

The **NPS at the enquiry stage** across all professional service firms stands at **-44**—a clear sign that many **fail to make a strong first impression**. A poor initial experience means potential clients may never return. Can your firm afford to lose business before it even begins?

We've partnered with **Money Penny**, the UK's leading outsourced communications provider, to uncover the actual cost of missed enquiries—and how firms can fix them.

Poor enquiry handling can cost a professional firm more than £1M per year\*



\* Based on a firm receiving 100 enquiries per month

# How Well Do Firms Handle New Business?

## 219 Firms, 430 Enquiries – The Real Client Experience Uncovered.

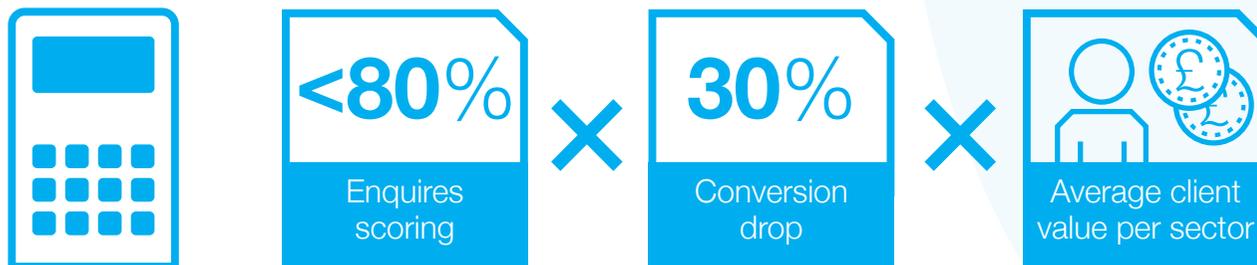
We set out to measure how effectively professional services firms handle new business enquiries and pinpoint areas for improvement.

Our highly qualified researchers mystery-shopped a mix of legal (134 firms, 279 reports), property services (18 firms, 30 reports), financial services (23 firms, 41 reports), and accountancy firms (44 firms, 80 reports), conducting **430 enquiries** via phone, web, and live chat.

insight6 researchers used diverse scenarios, such as house conveyancing, company tax and accounts, employment disputes, inheritance tax, divorce, and family law. By **assessing the speed, expertise and follow-up**, we identified where firms are likely to convert enquiries and where they might lose business.

Every lost client represents lost revenue for firms that rely on new enquiries for growth.

## We estimated lost revenue using the formula:



A firm scoring less than 80% on our report criteria is 30% less likely to convert the opportunity. Therefore, for every 100 enquiries, 28 opportunities are lost (according to our data from the Legal sector). If the average enquiry is worth £4,000, the firm risks losing £111,600 in revenue per month.

# What We Measured

- ✓ Speed – How quickly were enquiries answered?
- ✓ First Impressions – Was the initial contact warm and professional?
- ✓ Expertise – Did responses feel knowledgeable and reassuring?
- ✓ Follow-ups – Were clients pro-actively contacted again?
- ✓ Overall Experience – Did the firm make potential clients feel valued?

The question is – can your firm afford to **miss out** on potential revenue?

# Client Satisfaction in Professional Services

## NPS reveals the gap between exceptional client experiences and lost opportunities.

Our findings highlight a clear divide between firms prioritising the enquiry stage of the client experience and those that don't.

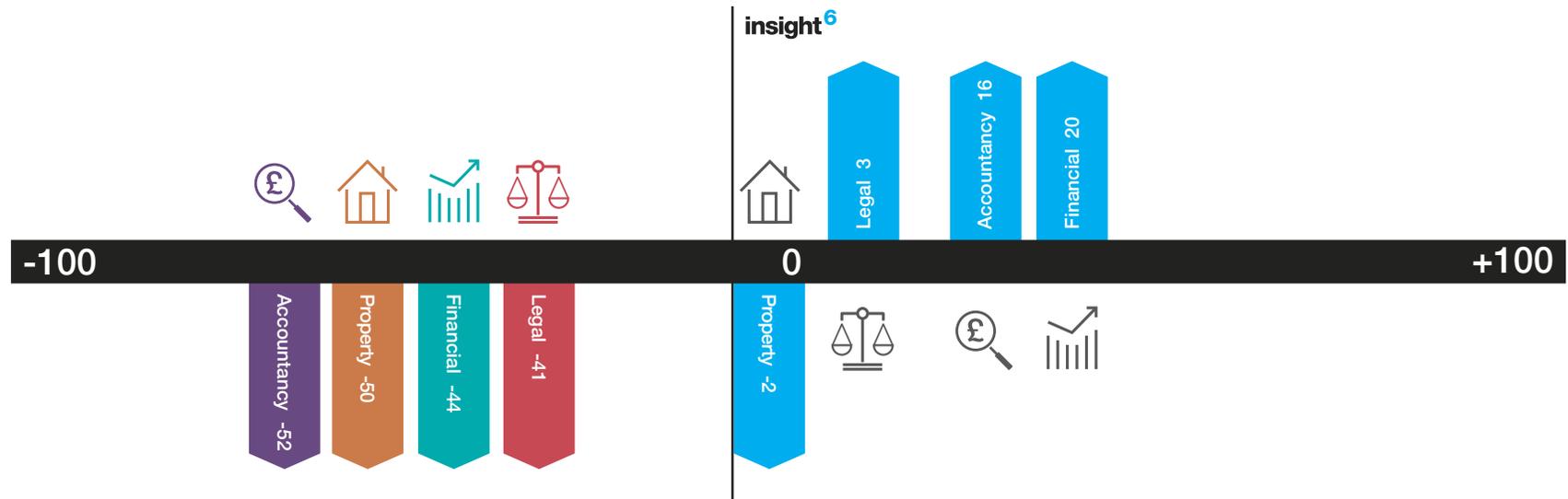
Our study focuses on the enquiry stage. In this first interaction, potential clients decide whether to engage with a firm or walk away. This critical moment defines a firm's ability to attract and convert new business. **Does your firm make a strong enough first impression?**

## Measuring Loyalty, Satisfaction and Enthusiasm

Net Promoter Score (NPS) is used to gauge customer loyalty, satisfaction, and enthusiasm for a company. We ask: "On a scale of 0-10, how likely are you to recommend this product or company to a friend or colleague?"

The graph below highlights the stark contrast between firms we assessed for the insight6 market study and those actively working with insight6 to enhance their CX at the enquiry stage.

Net Promoter Scores cited here are just for the new business enquiry stage, not the overall customer experience.



## The evolution of enquiry handling: are firms improving?

The table below compares Net Promoter Scores (NPS) measuring the enquiry stage experience from our 2021 and 2025 market studies. Here, we highlight where professional services firms have raised the bar in enquiry handling and where firms are falling behind.

| Sector   | 2021 NPS | 2025 NPS | Change                      |
|--|----------|----------|-----------------------------|
|  Legal                | -54      | -41      | <b>+13</b><br>Most Improved |
|  Accountancy          | -47      | -52      | <b>-5</b><br>Declined       |
|  Property            | -30      | -50      | <b>-20</b><br>Worst Decline |
|  Financial Services | -32      | -44      | <b>-12</b><br>Declined      |
| All Sectors  | -42      | -44      | <b>-2</b><br>Stagnation     |

Our study focuses solely on the critical enquiry stage, where potential clients decide whether to engage with a firm or walk away.

The Net Promoter Score (NPS) for enquiry handling across the professional services firms we mystery shopped is **-44**, a **2-point drop** since 2021. Conversely, professional services firms partnering with insight6 earn significantly higher NPS scores at the enquiry handling stage.

This report is the most significant benchmark for professional services enquiry handling—no other study of this scale exists.

The question is: how does **your firm** compare?



# Why The Human Touch Still Matters

**In professional services, where expertise and trust are paramount, human connection sits at the very heart of enquiry handling.**

Firms that prioritise personal interactions, particularly via the phone, often see higher engagement and conversion rates. In addition, they are able to protect their reputations by consistently delivering a positive first impression.

## Phone vs web

Clients and prospects are more likely to engage meaningfully over the phone than through an online enquiry form, particularly if the query is sensitive, as is often the case for legal and accountancy firms.

A direct conversation allows firms to demonstrate expertise, build rapport, and address concerns in real time. In contrast, web enquiries often result in delayed responses, leading to missed opportunities and revenue.

To remain competitive, firms must enhance their digital communication strategies. The best firms treat all enquiries – whether by phone or web – with the same urgency and professionalism. When it comes to client care, consistency is key.

## A focus on follow-ups

Clients typically receive more knowledgeable and reassuring responses over the phone, reinforcing trust in a firm's expertise. However, many businesses fall short when it comes to follow-ups. Without a structured process, firms risk losing potentially valuable new business from prospects who could go elsewhere for further reassurance or clarification.

## How Moneypenny can help

**Moneypenny** provides outsourced support to ensure all enquiries are handled professionally and clients and prospects are never left unanswered. Expert receptionists and live chat teams offer immediate, knowledgeable responses, via the telephone and web. What's more, structured

follow-up strategies keep firms engaged with potential clients, improving conversion rates and long-term retention.

By combining human connection with industry knowledge and best-in-class technology, firms can enhance their enquiry handling and build lasting client relationships.

**Don't let missed enquiries cost you business. Get in touch to see how Moneypenny can transform your inbound communications.**



**Jess Pritchard,**  
Head of Corporate Sector

# Most Improved, but Millions Still Lost

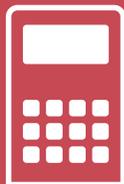
**Better enquiry handling but poor follow-ups and web responses cost each law firm £1.34M annually.**

The legal sector has improved, raising its **NPS at the enquiry stage from -54 in 2021 to -41**. With mergers and private equity investment, CX standards are slicker and more client-focused—but can your firm keep up?

With **£1.34M per firm lost annually**, firms that don't improve enquiry handling risk losing clients to more responsive competitors. **insight6 partners with 400+ firms, including 254 in legal**, to help them stay ahead.

## Revenue Lost Calculation

Legal firms are progressing, but poor digital engagement and lack of follow-ups cost them millions annually. Firms that take action now will convert more enquiries and secure more clients.



Enquiries scoring **<80%**  
 × **30%** assumed conversion drop  
 × **£4K** avg. client value per sector  
 = **£1.34M annually** per firm for every 100 enquiries per month



Sector NPS = **- 41**

Rose from -54 in 2021 but is still well below top-performing brands. **Only 19 enquiries scored >80%**.



Phone Enquiries = **66%**  
**Overall performance**

Legal firms handle phone enquiries **better than the web**, but many still lack expert responses.



Web Enquiries = **45%**  
**Overall performance**

Web response times are much weaker than a phone, leaving potential clients struggling to engage.



Follow Ups **Phone** = **14%**  
 Follow Ups **Web** = **8%**

Follow-ups remain a critical issue, meaning firms fail to nurture potential clients.

Our mystery shopping scores assess the **effort firms put into supporting and satisfying potential clients**, effectively serving as a **Customer Effort Score** for the enquiry stage.

# Empowering Law Firms To Elevate Client Experience

## Partnering with insight6 to attract and retain more clients.

The latest results of **insight6's Professional Services Client Journey study** show that law firms must adapt to rising client expectations in an increasingly competitive market. Delivering exceptional client experience (CX) is no longer optional—it's essential for winning new business, retaining loyal clients, and building trust.

LawNet's alliance with **insight6** offers member firms a significant advantage in the legal sector, which is facing ongoing pressure to innovate. **Our Mark of Excellence programme**, launched in 2013 under LawNet's mandatory ISO quality standard, is central to its approach.

Working alongside **insight6**, we offer our member firms access to a dedicated CX budget to help them independently monitor how they engage with clients. By combining

real-time feedback, coaching, and proven CX strategies, they gain deeper insight into client needs, driving loyalty and sustainable growth.

LawNet firms that use the support offered through our **Mark of Excellence programme surpass national averages for client satisfaction.**

If you're a LawNet member, now is the time to tap into your allocated CX budget, stand out in the legal market, and secure your firm's future success.



**Helen Hamilton-Shaw**, Member Engagement and Strategy Director at LawNet



LawNet is a network of 70 SME law firms across the UK and Ireland, supporting excellence through shared expertise, peer collaboration, learning resources, and collective buying power.

# Stephens Scown Solicitors

## Standing out in law: How proactive client engagement sets Stephens Scown apart.

**Stephens Scown Solicitors** is a leading South-West law firm with a reputation for doing things differently. To enhance the Client Experience (CX), the firm partnered with insight6 to make its enquiry handling as efficient and professional as possible.

### Turning enquiries into opportunities

By working with **insight6**, they implemented **CX measurement and training**, improving response times, enquiry handling, and follow-up processes. Their focus on **seamless communication and proactive engagement** mirrors key findings from our **2025 PSCJ Report**, which state that firms prioritising enquiry handling are more likely to create a better first impression and convert more business.

## Better client service, better results

As well as transforming the client experience by centralising enquiries, the team have worked closely with their legal advisers to improve **call handling and response rates**, both of which have significantly improved **new business conversion and client retention**.

With a client-first approach, Stephens Scown achieved the **insight6 CX Excellence Recognition Mark**, demonstrating its commitment to outstanding service. Its continued focus on client engagement puts it ahead in an industry where **poor follow-ups cost firms millions**.



Is your firm delivering best-in-class client experience? Learn more about insight6's tailored CX solutions at [insight6.com](https://insight6.com).

# Trust at Risk, Millions Lost

**Regulation is high, but client experience still falls short—costing each firm £756K annually.**

The financial services sector, one of the most regulated industries, faces rising **Consumer Duty standards**. Yet, many firms still struggle, primarily online. **While follow-ups were the best of all sectors**, NPS at the enquiry stage fell from -32 to -44, showing declining client satisfaction. With **£756K lost annually**, poor enquiry handling continues to erode trust and business growth.

## Revenue Lost Calculation

Regulation demands higher standards, but declining NPS suggests firms aren't meeting expectations. Improving enquiry handling could boost client trust and prevent £756K in lost revenue annually.



Enquiries scoring <80%  
 × 30% assumed conversion drop  
 × £2.5K avg. client value per sector  
 = **£756K annually** per firm for every 100 enquiries per month



**Sector NPS = - 44**

Dropped from -32 in 2021, showing a decline in overall client satisfaction despite increased regulation.



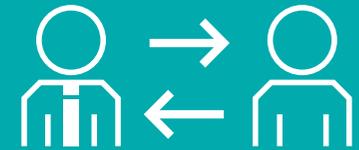
Phone Enquiries = **67%**  
**Overall performance**

Financial services firms handle phone enquiries well, but some still struggle with expert responses.



Web Enquiries = **45%**  
**Overall performance**

Web enquiry handling is **inconsistent**, leaving potential clients without the expected quick responses.



Follow Ups Phone = **67%**  
 Follow Ups Web = **29%**

Despite having the highest follow-up rates of all sectors, it's still not enough to secure client trust and conversions.

Our mystery shopping scores assess the **effort firms put into supporting and satisfying potential clients**, effectively serving as a **Customer Effort Score** for the enquiry stage.

# Poor Client Handling Doesn't Add Up

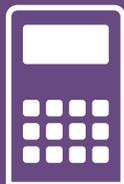
**Delayed responses and poor follow-ups leave a £1.06M gap per firm in lost revenue.**

The accountancy sector, known for precision, is falling short in client engagement.

Our mystery shop revealed an **NPS drop at enquiry stage from -47 to -52**. While phone interactions outperform the web, follow-ups remain alarmingly low. **With £1.06M per firm lost annually**, firms that fail to improve risk losing clients to more responsive competitors.

## Revenue Lost Calculation

Accountancy firms are failing to engage new clients. Slow responses and weak follow-ups costs each firm in the sector £1.06M annually—firms that improve now will gain a clear competitive edge.



Enquiries scoring <80%  
 × 30% assumed conversion drop  
 × Average client value per sector £3k  
 = **£1.06M annually** per firm for every 100 enquiries per month



Sector NPS = - 52

Dropped from -47 in 2021, showing declining client satisfaction.



Phone Enquiries = **65%**  
**Overall performance**

Stronger than the web, but many responses **lacked clarity and expertise**.



Web Enquiries = **39%**  
**Overall performance**

Low response rates **frustrate potential clients**, damaging trust.



Follow Ups Phone = **8%**  
 Follow Ups Web = **5%**

**Minimal follow-ups mean missed opportunities** to convert enquiries into business.

Our mystery shopping scores assess the **effort firms put into supporting and satisfying potential clients**, effectively serving as a **Customer Effort Score** for the enquiry stage.

# Bishop Fleming Accountants

## Raising the bar: How Bishop Fleming delivers a standout customer experience.

Bishop Fleming, a leading UK accountancy firm, is known for its client-focused approach and commitment to excellence. People are the heart of its business. They strive to be the most rewarding accountancy firm for its clients, people, and communities.

### CX measures for lasting success

The firm partnered with **insight6** in a phased approach to assess, benchmark, and improve its customer experience (CX) delivery. Following an initial ‘pulse survey’, the business implemented a change in strategy—moving from a sector to a market focus—but most importantly, it embedded a client-centric culture.

## Boosting client satisfaction and growth

At the heart of this transformation is the firm’s commitment to client listening. By improving call handling, response times, and relationship management, the firm has increased client satisfaction leading to sustained business growth. Bishop Fleming boasts an impressive Net Promoter Score 9 points ahead of the industry average.

The firm’s commitment to measuring success and delivering outstanding service earned them the **2024 Accountancy Excellence Client Service Award**. It was also the first accountancy firm to receive the **insight6 CX Excellence Recognition Mark**, setting a new industry standard.



Is your firm providing an exceptional client experience? Discover how **insight6**’s tailored CX solutions can help at [insight6.com](https://insight6.com)

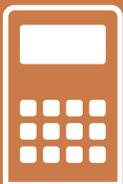
# Enquiries Ignored, Business Lost

**Zero follow-ups – firms are letting potential clients slip away, missing out on £1.22M per firm annually.**

Property services firms are facing rising client expectations, yet enquiry handling has deteriorated. **NPS at the enquiry stage dropped from -30 to -50**, representing the **most significant decline** of all sectors. Both phone and web responses were weak, and no firms followed up. With an estimated **£1.22M per firm lost annually**, those that fail to improve risk losing clients to more responsive competitors.

## Revenue Lost Calculation

Property firms are failing to engage potential clients. Firms will continue losing trust, business, and revenue without better enquiry handling and follow-ups.



Enquiries scoring <80%  
 × 30% assumed conversion drop  
 × £3,500 avg. client value per sector  
 = **£1.22M annually** per firm for every 100 enquiries per month



Sector NPS = - 50

Dropped from -30 in 2021, the steepest decline across all sectors.



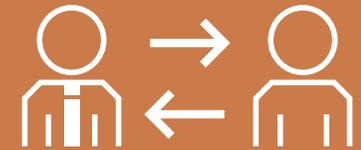
Phone Enquiries = **63%**  
**Overall performance**

Handled better than the web but failed to provide a strong first impression.



Web Enquiries = **43%**  
**Overall performance**

Potential clients struggle to get responses, driving frustration and lost business.



Follow Ups Phone = **0%**  
 Follow Ups Web = **0%**

Not a single firm followed up – turning warm leads into lost opportunities.

Our mystery shopping scores assess the **effort firms put into supporting and satisfying potential clients**, effectively serving as a **Customer Effort Score** for the enquiry stage.



# Six Ways to Improve New Business Enquiries – And Boost Your Bottom Line

## Turning first impressions into lasting client relationships.

Our latest market study highlights exciting opportunities for professional services firms to turn more enquiries into loyal clients.

Refining your approach in these six key areas can enhance the Client Experience (CX), increase conversions, and strengthen long-term relationships. Small changes can make a significant impact—and **insight6 is here to support you every step of the way.**

## 1 Creating a CX Vision

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A strong CX vision aligns leadership with customer experience goals. When developed effectively, it ensures your team:

1. Understand what a great CX future looks like.
2. Recognise their role in achieving that vision.
3. Know what skills they need to develop.
4. Understand how to measure progress.
5. See how you will celebrate success.

At **insight6**, we help leadership teams craft a CX vision that fosters a customer-centric culture, supporting your journey to CX excellence.

## 2 Understanding How Your Clients Feel

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Few businesses have a robust client feedback system. Receiving consistent feedback from clients will:

1. Demonstrate that you genuinely care.
2. Identify potential issues early in their experience.
3. Reward and motivate your team for excellent service.
4. Benchmark performance against industry standards with NPS.
5. Reduce complaints and prevent revenue loss from bill reductions.

Hundreds of UK brands use instant insight, our online feedback tool, to measure real-time client sentiment.

## 3 Make Your Client Journey Seamless

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Leading brands provide a seamless experience consistently. Reviewing the client journey adds immense value. The easiest way to do this is to:

1. Identify and refine inefficient processes for your team and clients.
2. Conduct a journey mapping session with your team to evaluate each stage of the process and their experiences.
3. Engage your team to develop effective solutions.
4. Collaborate with suppliers like Money Penny for technical solutions.
5. Continuously measure and refine to ensure long-term success.

At **insight6**, our specialists conduct hundreds of training and coaching sessions annually, saving our clients thousands of pounds.

## 4 Allow Your Team's Personality to Shine

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“People buy from people first.” Prospects choose your services based on your team's personality and expertise. To create a lasting impact:

1. Recognise that speed is key to delivering excellent CX.
2. Show genuine empathy when engaging with clients.
3. Ask insightful questions that add value.
4. Clearly explain the benefits of your services.
5. Understand that “the little big things” help win and retain clients.

## 5 Follow Up to Impress

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Following up is essential for winning new business. A strong strategy strengthens your USP—proactive engagement is the key to success.

1. Inform the prospect in advance that you will follow up.
2. Speak to the prospect directly rather than relying on email.
3. Arrange a follow-up call during your initial conversation.
4. Call back when you said you would!

If you need support in training your team for effective follow-up calls, **insight6** offers expert coaching programmes.

# 6 Benefits of a CX Partner for Your Business

A CX partner helps improve customer experiences, drive loyalty, and boost business growth. Here's how:

1. Expert Strategy & Insights – They provide specialised guidance to optimise your customer journey, ensuring seamless interactions.
2. Increased Customer Satisfaction & Loyalty – A better experience leads to happier, returning customers who refer others.
3. Data-Driven Improvements – They track progress and refine strategies using tools like NPS and feedback analytics.
4. Employee Training & Engagement – They equip your team with skills to enhance customer interactions and efficiency.
5. Competitive Advantage & Growth – Exceptional CX sets you apart, increases revenue, and reduces complaints.

An independent CX partner ensures long-term success by making customer experience a key driver of business excellence.

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### The Cost of Inaction: Why Every Enquiry Matters

Winning new clients is expensive but losing them costs more. Firms prioritising **customer experience (CX)** don't just attract more enquiries—they **convert, retain, and build long-term loyalty.**

**Every enquiry is an opportunity. Every follow-up builds trust. Every great experience strengthens your reputation. Are you turning enquiries into loyal clients—or letting them slip away?**

Now is the time to act. **Partner with insight6** to optimise your enquiry handling, improve client retention, and unlock real business growth. **Let's make exceptional CX your competitive edge.**

## Recognising Excellence:

# Celebrating Firms Awarded the CX Excellence Recognition Mark

Our 2025 PSCJ Report highlights the impact of excellent enquiry handling – now, we’re celebrating the firms leading the way.

Firms who demonstrate they put the client at the heart of their business earn the **insight6** Customer Experience (CX) Excellence Recognition Mark.

With a clear CX strategy, they prioritise outstanding client experience at every stage of the client journey, not just new business enquiries.



*“As the first accountancy practice to receive the insight6 Client Experience Excellence Recognition Mark, we couldn’t be prouder. The achievement is a testament to our service delivery teams’ dedication and hard work, who consistently go above and beyond to ensure our clients receive the highest level of service. Client experience is at the heart of what we do, and this recognition not only highlights our commitment to excellent service but also aligns with our ambition to be the most rewarding firm for our clients, people, and communities.”*

Paul Seymour, Chief Marketing Officer



*“insight6 has been instrumental in helping us clarify and refine our client experience. Their external perspective challenges our thinking, and their broad experience provides valuable context, ensuring we continue to improve and exceed client expectations. Achieving the CX Excellence Recognition Mark reinforces our commitment to delivering outstanding service both internally and externally.”*

Alistair Tudor, Head of Transformation and Client Delivery



*“Client experience is at the heart of everything we do at Wollens. Partnering with **insight6** has given us valuable insights through mystery shopping and internal feedback, helping us continually refine our service. Receiving the CX Excellence Recognition Mark is a fantastic achievement, recognising our ongoing commitment to delivering the best for our clients.”*

Michelle Pugh, Marketing Manager

**WOLLENS**

*“Client feedback is central to how we shape and refine our services. Our Engage Programme ensures we track and measure client experience at every project stage. Partnering with **insight6** has strengthened this approach, helping us enhance our customer care strategy. Achieving the CX Excellence Recognition Mark reinforces our commitment to putting clients at the heart of everything we do.”*

Rachel Bell, Director of Partnerships

**STRIDE  
TREGLOWN**

*“At Parfitt Cresswell, exceptional client service goes beyond legal advice—it’s about trust, clarity, and a personal touch. Working with **insight6** has helped us refine our approach, ensuring clients feel informed and supported at every step. Receiving the CX Excellence Recognition Mark reinforces our commitment to putting clients in control and delivering first-class service.”*

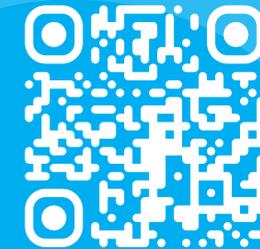
Ashley Burgess-Payne, Director

**PARFITT CRESSWELL**  
SOLICITORS

# Could your firm be next?

Find out how your firm can achieve CX excellence and stand out in your sector.

Scan below and learn more.



# Ready to Stop Leaving Revenue on the Table?

Our latest **Professional Service Client Journey** results show that slow response times, poor follow-ups, and disjointed journeys can cost professional service firms **millions** in lost revenue.

Measuring and improving your customer experience will **transform potential detractors into loyal promoters**, driving new referrals and sustained growth.

## Turn CX into Your Competitive Advantage

We don't just analyse the **customer experience**—we transform it.

At **insight6**, we are the UK and Ireland's only end-to-end CX specialists. With local CX Directors across the UK and Ireland and a proven six-step methodology (iCX6 Model), we work in true partnership with firms to drive measurable improvements in enquiry handling, client retention, and overall business performance.

### Why choose insight6?

- **Local CX Director Support** – Dedicated experts who understand your market and industry.
- **Professional Services Expertise** – Experience working with law, accountancy, property, and financial services firms.
- **End-to-End CX Solutions** – From CX Reviews (mystery shopping) to training, feedback, and strategic planning.

## How We Work: The iCX6 Model



We guide firms through a **six-step transformation**, identifying gaps, implementing tailored solutions, and helping businesses **unlock their full potential**.

## Ready to Stop Leaving Revenue on the Table?

Our latest **Professional Services Client Journey Report** highlights how slow response times, poor follow-ups, and disjointed journeys cost firms millions in lost revenue.

**The good news? You can fix it.**



**1. Pinpoint Gaps in Your Client Journey** – Identify where the experience falls short.



**2. Implement Proven Strategies to Boost Satisfaction** – Turn detractors into loyal promoters.



**3. Unlock Revenue and Future-Proof Your Firm** – Realise the financial benefits of strong CX.



**4. Customer Experience Reviews (Mystery Shopping)** – Get an unbiased view of your service.



**5. Boost Online Feedback and Positive Reviews** – Strengthen your brand and online reputation.



**6. CX Training and Development** – Equip your team with the skills to deliver exceptional service.

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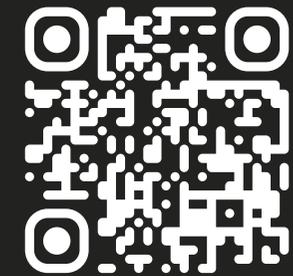
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next step.

Call 0800 970 8987  
or visit [www.insight6.com](http://www.insight6.com)  
to discover how we can help  
your firm thrive.



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