

How does your firm compare?

Built Environment Benchmarking Report

- Improve your client service and value-for-money
- Find alternatives to being tempted and pressured into lowering price
- Encourage your clients to spread positive word-of-mouth about you

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beaton
Voice of Your Clients

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Purpose of this report

This report has been produced using data from the Client Choice Awards for Built Environment firms with an annual turnover of less than \$30M. Firms taking part in this category have already received their own individual feedback reports to which they can compare with the results presented in this report.

The scores are absolute, i.e. they show the actual average out of the maximum of 10. As to be expected – and as **beaton** finds in all our surveys of how clients perceive professional services firms – the scores are high. After all, 9 or 8 or even 7 out of 10 for a university assignment is pretty good, isn't it? Yes it is, but is good enough when you are competing intensely to retain and grow your current clients and attract new ones?

It's your relative performance – how you compare – that really matters. Put another way, where does your firm fall against the best performed firms in your profession?

This report on benchmarks for your and related professions is designed to:

- ✓ Help your firm improve your service and value-for-money for your clients
- ✓ Find alternatives to being tempted and pressured into price-down tactics in a race to the bottom
- ✓ Encourage your clients to spread positive word-of-mouth about you – the best form of marketing – and it's free!

How and when this data was gathered

This report has been produced using the data collected as part of the 'Built Environment (less than \$30m revenue)' category of [Client Choice Awards 2020](#). The scores presented in this report are based on the feedback of over 2,300 users of built environment consulting professional services across Australia and New Zealand.

This year's Client Choice Awards saw 85 firms enter across the fields of acoustical consulting, architecture, consulting engineering, environmental consulting, heritage consulting, project management, quantity surveying and traffic & transport consulting.

Each firm entering the Client Choice Awards was provided with a unique link to **beaton's** survey which they then distributed to their own clients. Data collection ran from October 2019 through to February 2020.

As part of the entry process, all firms taking part in the Client Choice Awards received a report of the feedback collected from their own clients. The data from these reports was then aggregated and de-identified to produce the figures provided in this report.

beaton warmly thanks the following professional associations for supporting our research by promoting the Client Choice Awards to their members:











association
of
consulting and
engineering

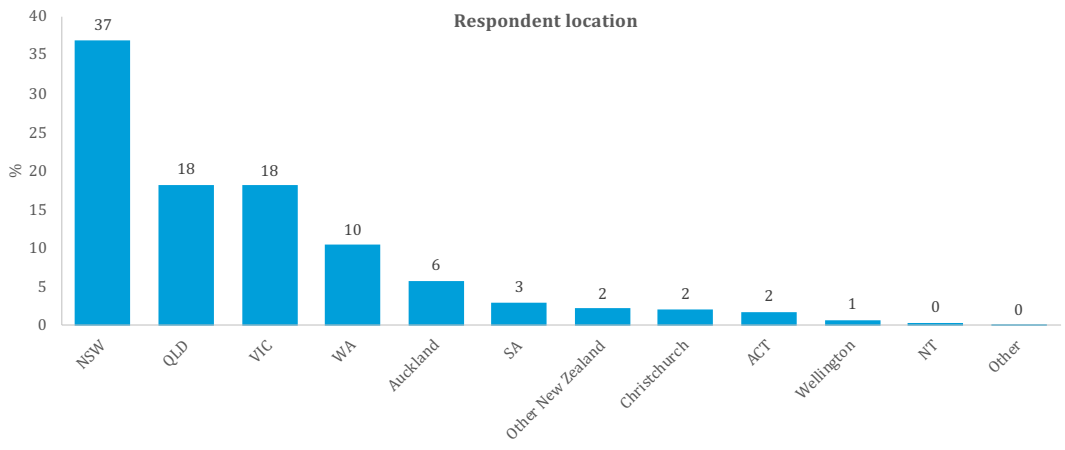
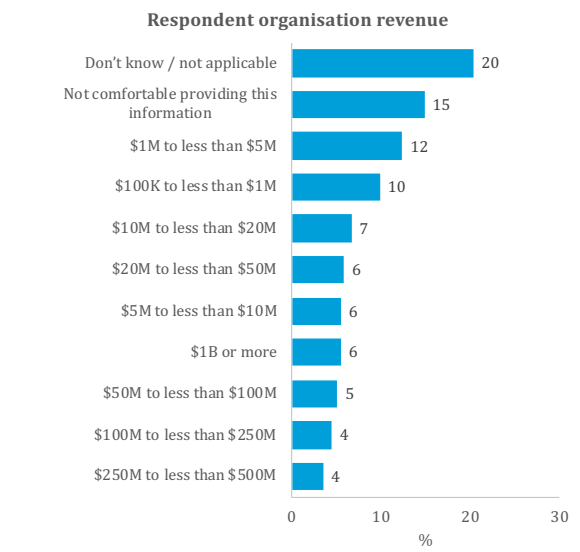
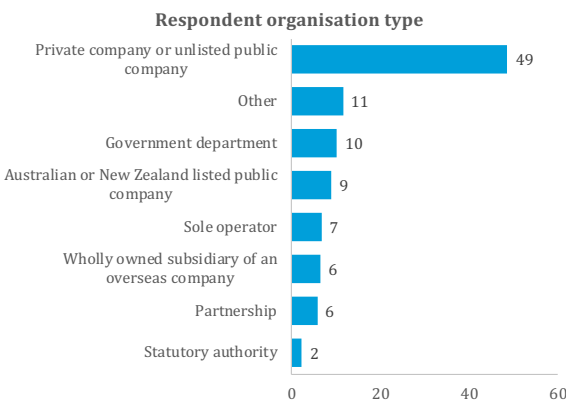
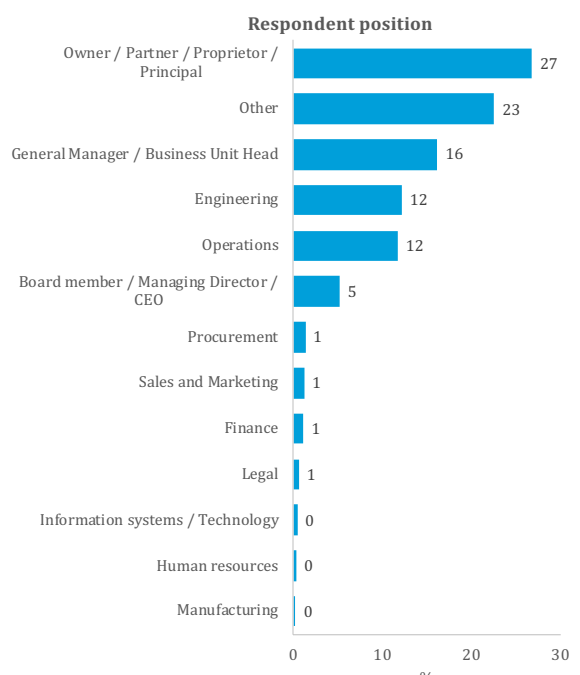
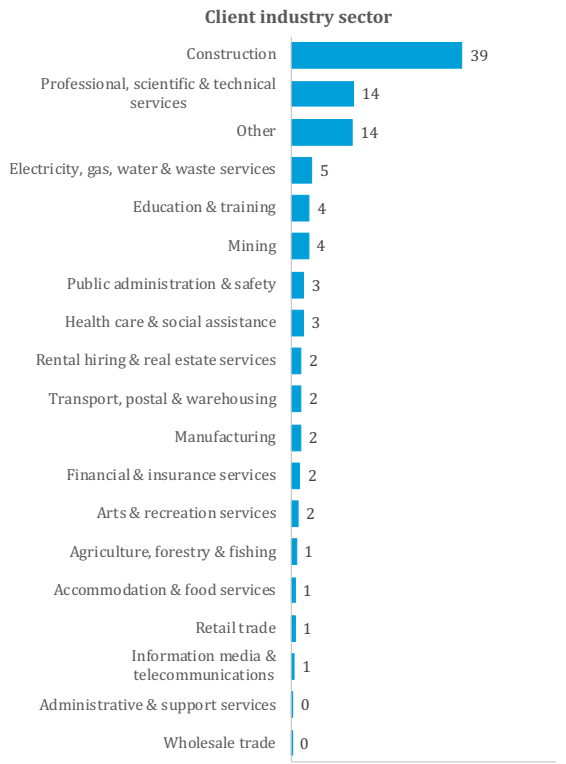


Client Choice Awards 2020 Winners

Congratulations to the winners in each of this year's awards categories. In each profession, yours are the highest Overall Client Service (OCS) scores. OCS is the single metric used to judge all Client Choice Awards categories. Note, while these winning firms have the highest OCS scores, they do not necessarily have the highest attribute and other outcome scores.

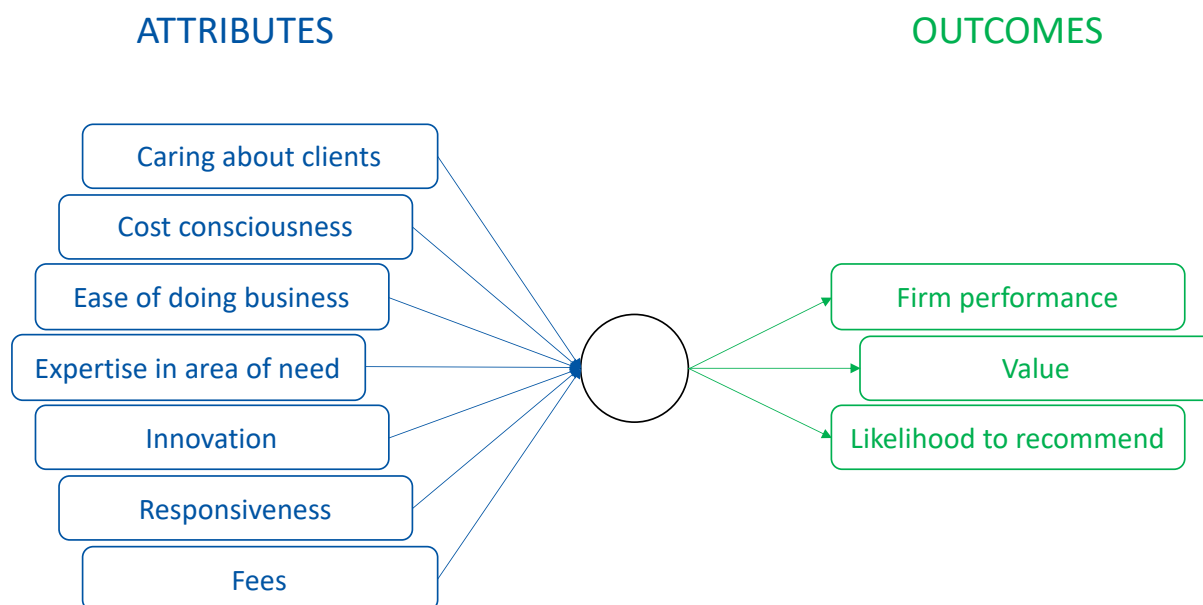
<p>Best Acoustical Consulting Firm (<\$30m revenue)</p>  <p>Marshall Day Acoustics</p>	<p>Best Architecture Firm (<\$30m revenue)</p>  <p>ArtMade Architects</p>	<p>Best Consulting Engineering Firm (<\$30m revenue)</p>  <p>AT&L</p>
<p>Best Environmental Firm (<\$30m revenue)</p>  <p>EDP Consultants</p>	<p>Best Heritage Consulting Firm (<\$30m revenue)</p>  <p>GML Heritage</p>	<p>Best Project Management Firm (<\$30m revenue)</p>  <p>Planix Projects</p>
<p>Best Quantity Surveying Firm (<\$30m revenue)</p>  <p>Archi-QS</p>	<p>Best Traffic & Transport Consulting Firm (<\$30m revenue)</p>  <p>IMPACT</p>	

Profile of respondents who completed the survey



An explanation of the attributes and outcomes measured

This graphic explains the relationship between the seven attributes and the three outcomes we measured. An attribute describes a set of actions you can take to improve an outcome.



The explanations of our client service attributes in the following pages highlight what matters most to clients when they rate your firm.

The method for this analysis was straightforward. In Client Choice Awards surveys clients are asked what each attribute means to them. Their responses have been categorised and aggregated in the charts and narratives below.

The relative weight given by clients to each attribute's constituent elements (the bars in each chart) can be used in determining where to invest your firm's effort. Note that the vertical axis refers to '% of mentions', i.e. the mentions of a particular element as a percentage of all mentions. These mentions are not mutually exclusive, as some clients mention multiple elements when describing what an attribute means.

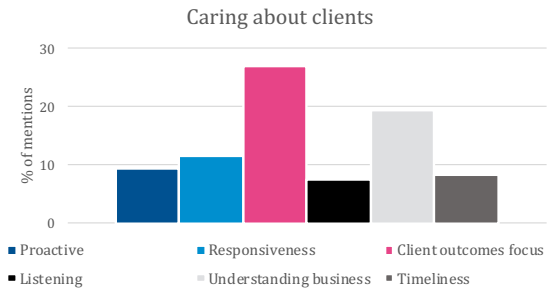
A high proportion of mentions is a rough proxy for importance. A high proportion of mentions means that when thinking about these attributes, specific elements of the attributes are top of mind for most clients.

These explanations should be used a guide to what the attributes mean to the majority of clients. They should complement, confirm and/or challenge what you already know about your clients. Using the attributes, you can tailor your service to clients' individual expectations and thereby increase your chances of improving outcomes for your firm.

Caring about clients

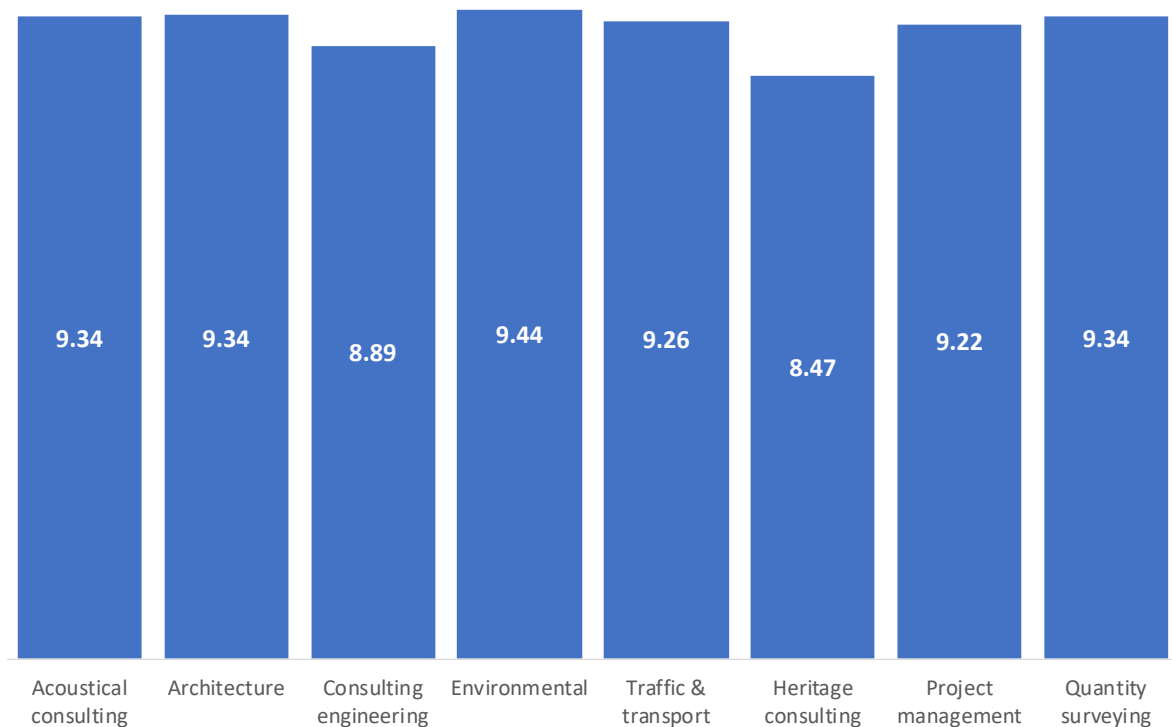
What clients look for

The most mentioned attribute in demonstrating 'caring about clients' is being focused on client outcomes (25%). Related to this element, and the next most important, was understanding business (19%), that is, demonstrating an understanding of the client's business. Responsiveness (12%), timeliness (8%), being proactive (9%) and demonstrating good listening skills (7%) all received a number of mentions from respondents.

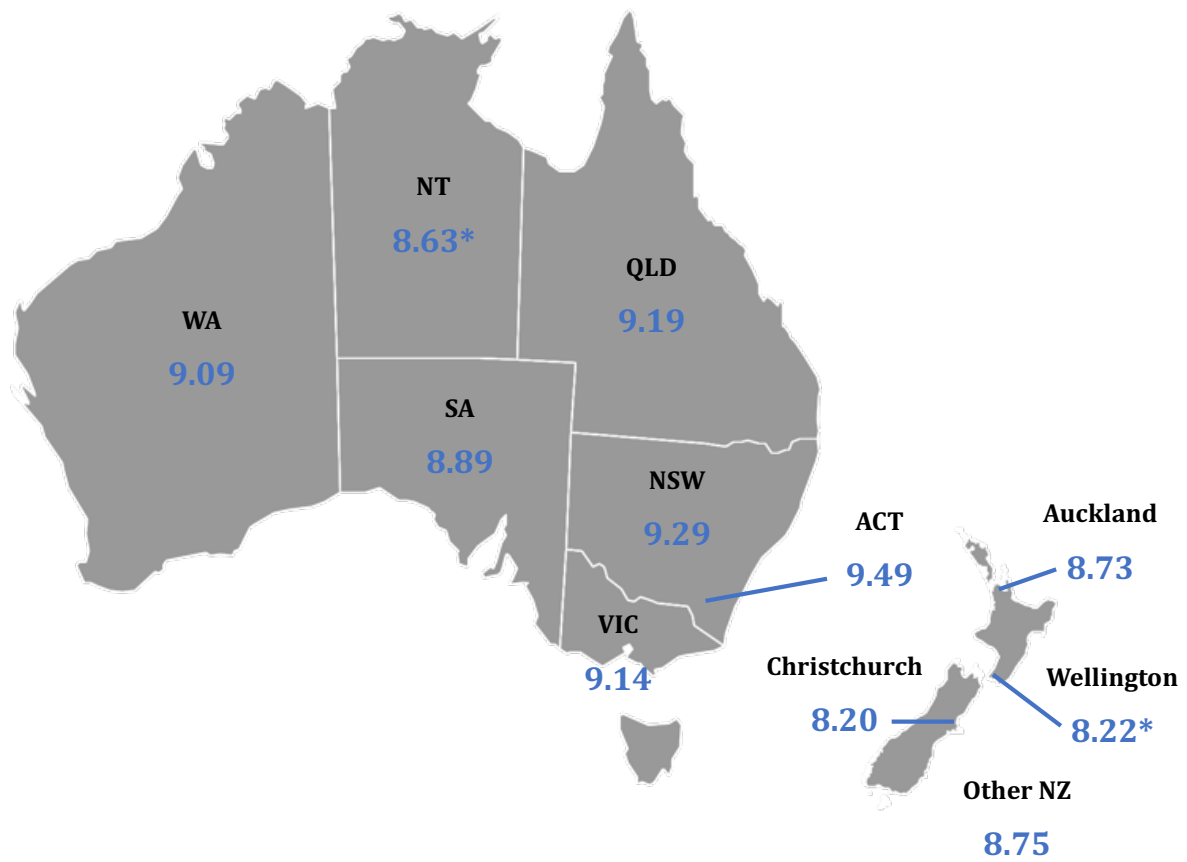


To score well in this attribute, firms should therefore focus on delivering advice that is client outcome focused, which can be achieved by understanding (the clients') business.

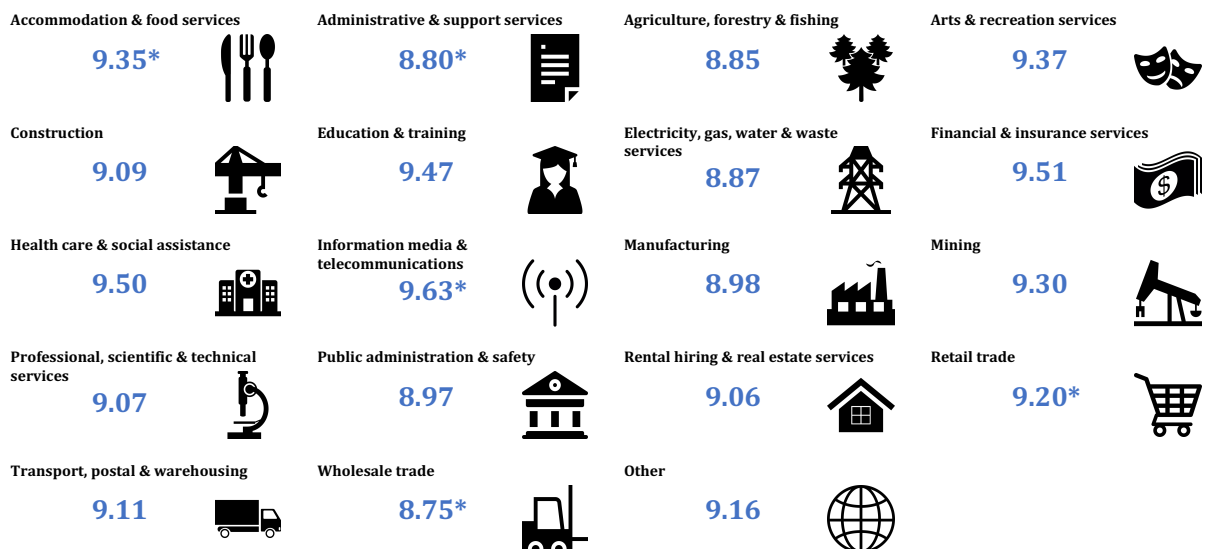
Caring about clients scores by profession (out of 10)



Caring about clients scores by geography (out of 10)



Caring about clients scores by client industry sector (out of 10)



About beaton

The [beaton](#) team is dedicated to providing professional services firms with insights and advice related to their clients and business performance.

Founded more than 30 years ago, **beaton** has emerged as the leading 'Voice of Your Clients' specialist. We provide a world-class suite of client feedback-based products, services and value-adding advice. Professional services firms rely on us to help them improve their client service, brand health and profitability.

In recent years we've been dedicated to finding a way for many more firms of all sizes to gain deeper insights from their clients through the [Client Choice Awards](#) which in effect act as 'a giant syndicate' for data capture.

We currently cover the professions of accounting & consulting services, architecture, consulting engineering, environmental, IP & related services, landscape architecture, land surveying, law & related services, planning, project management, quantity surveying and transport.

Our sister company, [FirmChecker](#), is a leading provider of ratings and review in accounting, law and related services.

To find out more about the services offered by **beaton** please visit our [website](#).

Should you wish to get in touch to discuss these results further or find out how **beaton** may be able to help you or your firm, please complete the contact form [here](#) and one of our account managers will follow up with you.

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