

# 2009 Top FAO Tax and Audit Vendors, Black Book Survey 2009 Results

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## Abstracts

In 2009, the Black Book FAO user survey investigated over 377 contracts held by 81 FAO tax and audit companies.

In order to rank the organizations, 18 key performance indicators (KPIs) or criteria are employed, scored on each respective vendor by client type and ranked on a 0–10 scale per KPI.

### Key findings

**Key finding:** most important customer satisfaction KPIs

Vertical expertise, innovation, customization and reliability are the most important attributes influencing financial accounting clients' satisfaction with their 2009 outsourcing providers.

**Key finding:** vendor dissatisfaction is uncommon in the FAO marketplace among top-ranked suppliers

Strong dissatisfaction is uncommon in this niche services sector, occurring in 3.9% of all clients globally.

UK and US clients are among the most satisfied with financial accounting services delivery, with 19.3% reporting high vendor approval. Strong dissatisfaction with offshore outsourcing vendors was polled at 11.0% of all surveyed clients with current projects in 2009, significantly higher than European and US vendors, with less than 4.0% strongly dissatisfied.

**Key finding:** comprehensive services vendor arrangements from a comprehensive tax/advisory/audit financial accounting vendor produce the highest satisfaction rates

Single vendors offering comprehensive research services to corporate clients were ranked highest in the overall survey by clients.

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