

**ACCOUNTANCY & BUSINESS SERVICES** Established in 1926

**24%** Growth in 2013

Fairness

# Client Service Charter

## VAT

Your Future. Figured.

Working Together

## CORPORATE FINANCE



Insider Dealmakers Advisory Team of the Year  
**2012**

The British Accountancy Awards 2013

**Mid Tier Firm of the Year**

## TAXATION



## PAYROLL



## AUDIT

**3rd**

fastest growing accountancy firm in the UK

Empathy

## FORENSIC ACCOUNTING

Personal Integrity



## BUSINESS RECOVERY & INSOLVENCY



**UK200Group**  
Independent quality award professionals



# Fairness


We are fair in all our dealings. We keep an open mind on people and clients and treat them as we would want to be treated ourselves. We are reasonable and evenhanded.

## This means we do;

- deliver quality work at a fair price
- treat everyone with equal respect
- apply our standards and policies consistently
- evaluate performance in an objective way
- address complaints quickly and constructively
- accept that we can get things wrong and should be given the chance to put them right
- discuss things openly and give people the opportunity to respond
- value diversity and give equal opportunities

## This means we don't;

- think large clients are any more important than small clients
- assume the worst or jump to conclusions without looking at all the facts
- give an unfair advantage to anyone, take advantage of others' goodwill or make unreasonable demands



“after all fair’s  
fair”

# Empathy

We are the opposite of remote. We have an affinity with our clients. We make sure we are always accessible and on-hand when needed. We are an integral part of the local communities in which we operate.

## This means we do;

- provide “big firm” expertise but deliver it locally
- build strong and long term relationships
- take time to see people and speak with them in person
- like to be close to where our clients live and work
- make ourselves available and respond quickly to requests
- build strong links with the local community and give something back.
- make an effort to truly understand the issues affecting our clients
- identify with our clients’ needs and aspirations

## This means we don’t;

- forget that what we do can affect our clients’ livelihood
- have a “one size fits all” approach
- have pretensions or ego
- neglect our responsibilities to the community or the environment
- overdo email and voicemail
- take our clients’ loyalty for granted
- speak in jargon to our clients
- ignore our clients’ needs outside of work

# Working together

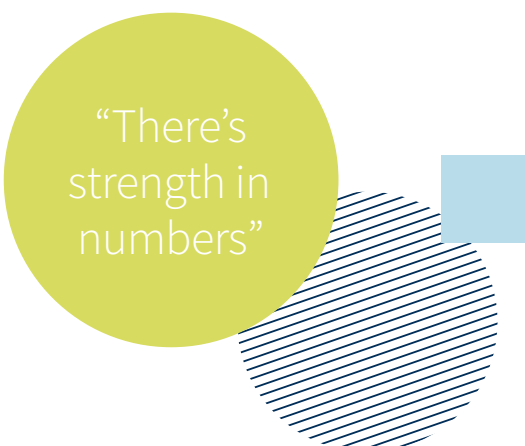
We enjoy working together to achieve results, and it is important to us that our clients enjoy working with us too. We value team work, and recognise and appreciate the contribution that every individual makes.

## This means we do;

- work as one team across boundaries
- try to understand our clients' points of view
- deal with people in a friendly and supportive way
- offer assistance and ask for help when needed
- share opportunities and ideas
- take ownership and adopt a proactive approach to solving problems

## This means we don't;

- shirk responsibilities
- leave clients to struggle on their own
- waste peoples' time

A decorative graphic at the bottom of the page. It features a large yellow circle on the left containing the text "There's strength in numbers". To its right is a smaller circle with a blue and white diagonal striped pattern. Further to the right is a solid light blue square.

“There’s  
strength in  
numbers”

# Personal Integrity


It goes without saying that we set ourselves the highest professional standards and would never compromise them. We take integrity further however, to a more personal level: we are honest, straightforward and reliable.

## This means we do;

- act responsibly in all our dealings
- do what we say we'll do, when we say we will do it
- communicate in a clear, honest and straightforward way
- set clear expectations
- advise people fully on their options
- give honest and constructive feedback, in a timely way
- keep confidences
- take accountability for our actions
- maintain the same high standards of integrity whether dealing with people inside or outside the firm

## This means we don't;

- allow anyone or do anything to compromise our professional or personal reputation
- overstate our experience or achievements
- avoid difficult conversations or hold back with the truth
- cover up mistakes
- cut corners



“Doing the right thing the right way”

This Client Service Charter sets out our shared values of **fairness, empathy, working together and personal integrity** which are the principles that we stand for as a firm and that we are committed to now and in the future. They are our fundamental beliefs and guide us in everything we do. People from all parts of Dains have been involved in developing our shared values so that they are meaningful to all of us.

Our shared values are all equally important and act as a guide as to how we conduct ourselves day to day and behave and interact with clients, colleagues and other business associates.

The Partners, Directors and Staff of Dains are also committed to providing the very highest standards of service and delivery to our clients and business associates.

Details of our formal complaints procedure can be found within clause 14 of our Standard Terms of Business however we wish to encourage regular, open and honest feedback of a more informal nature.

### Therefore, if we;

- fail to deliver the high standard of service expected
- fail to act within our shared values, or
- fall short of expectations in any way

then please email [values@dains.com](mailto:values@dains.com) or contact our Chief Executive Spencer Wright at:



[swright@dains.com](mailto:swright@dains.com)



0845 555 8844



Dains LLP  
St Johns Court  
Wiltell Road  
Lichfield  
Staffordshire  
WS14 9DS