

Kevane Grant Thornton Shines in Brand Recognition Survey

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In a recent brand recognition survey, leading accounting and advisory firm Kevane Grant Thornton (KGT) ranked among the top-five auditing/accounting firms in Puerto Rico for company awareness.

The study's fieldwork, conducted from May to early September 2016 by renowned market research firm Ipsos, was carried out through a quantitative study using both face-to-face and telephone interviewing methods to compile the information.

The targets of the study

were executives responsible for contracting the accounting and/or auditing services for their company. The interviews were carried out on an islandwide basis.

A total of 125 interviews were conducted, from which 61 were among Kevane Grant Thornton clients, and 64 were among other accounting/auditing firm clients or prospects.

STUDY RESULTS

The Ipsos brand awareness study contained three main queries—total aided accounting/auditing company awareness, intention to continue to use auditing/accounting provider



*Luis Carlos Marcano,
managing partner at
Kevane Grant Thornton*

Kevane Grant Thornton's services, and willingness to recommend the firm's services to other companies.

In the total aided accounting/auditing company awareness query, study participants were divided between Kevane Grant Thornton clients and clients of other firms, or prospects. The study participants had to choose between a list of 14 local and national accounting/auditing firms, which they had to rate according to brand awareness.

Among Kevane Grant Thornton clients, the firm scored a 100%, as expected. Among prospects, the firm placed among the top-five auditing/accounting firms in terms of total unaided awareness and total awareness.

"This brand recognition survey, which we also conducted in 2012, is aligned with the firm's and Grant Thornton's strategic plan, and also our mission to become the firm of choice in Puerto Rico," commented Luis Carlos Marcano, managing partner at Kevane Grant Thornton.

With the intention of continuing to use auditing/accounting provider Kevane Grant Thornton's services, study participants had to answer whether they would definitely continue; probably would continue; may or may not continue; probably would not continue; definitely would not

continue; or don't know.

According to the study, 89% of the respondents said they would continue with Kevane Grant Thornton's services; 51% said they would definitely continue, and 38% indicated they would probably continue with the firm. Out of a score of 1 to 5, with 5 being the highest intention, Kevane Grant Thornton received an overall 4.69 points in this query.

In the willingness to recommend Kevane Grant Thornton's services to other companies, 70% responded that they would definitely recommend and 21% responded they would probably recommend the firm's services.

"The firm is willing to continue to periodically monitor brand awareness in the business community," Marcano indicated. ■