PKF-FPM Quality Client Focused Service Profit Chain

Quality = Long Term Profitability (Boomerang Principle)

Internal Service Quality

* Continuous Improvement
* (EFQM)
* Quality Initiatives
* TQM & ISO 9001
* Culture and Attitude
* Service Innovation
* Technology Development

Employee Service

* Satisfaction
* Retention
* External Service Quality
* Customer Satisfaction
* Customer Retention
* Profit

In Summary:
Commitment to TQM culture and IT development, invest in and develop Quality Staff
= Employee Retention = Customer Satisfaction = Customer Retention = Referral Business = LONG TERM SUSTAINABLE PROFITABILITY AND INTERNATIONAL COMPETITIVENESS

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