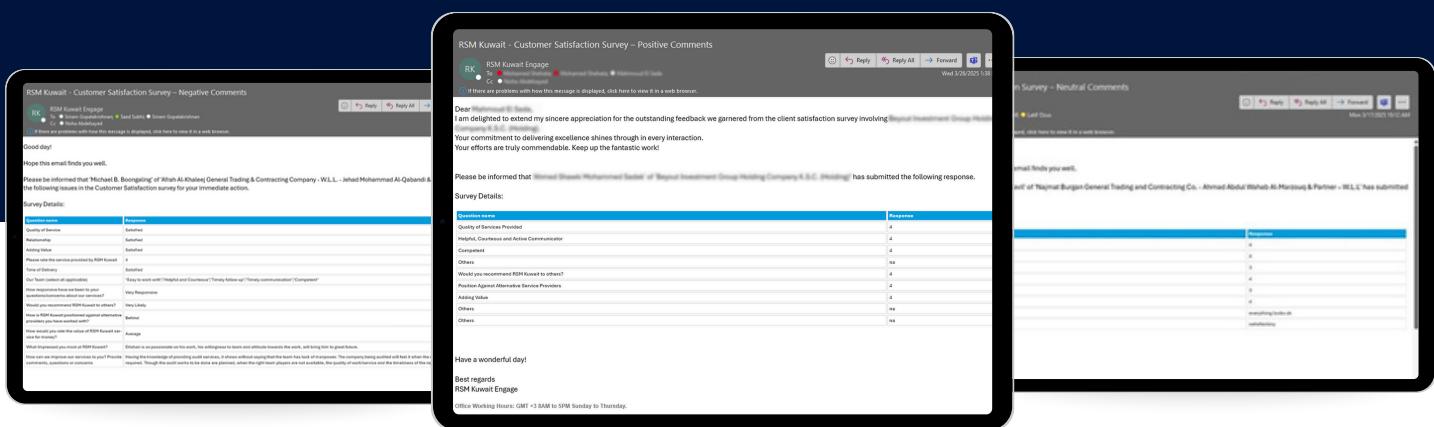


# RSM in Kuwait: Voice of Client (VoC)

## Designed to Listen. Built to Respond

At RSM in Kuwait, client experience is at the core of everything we do. The Voice of Client (VoC) platform was developed to help us engage in a structured, proactive, and thoughtful way with those who matter most to us – our clients.



This platform reflects our belief that feedback is more than just a formality, it is an essential part of creating meaningful, lasting partnership. Integrated directly with our CRM, VoC enables us to understand how clients experience our services and what matters to them the most.

### Why We Created It

VoC was envisioned to bridge the gap between service delivery and client sentiment. Built with a clear objective to improve responsiveness, VoC empowers RSM in Kuwait to:



**Collect feedback** at relevant moments in the engagement lifecycle.



**Transform feedback** into clear, actionable steps.

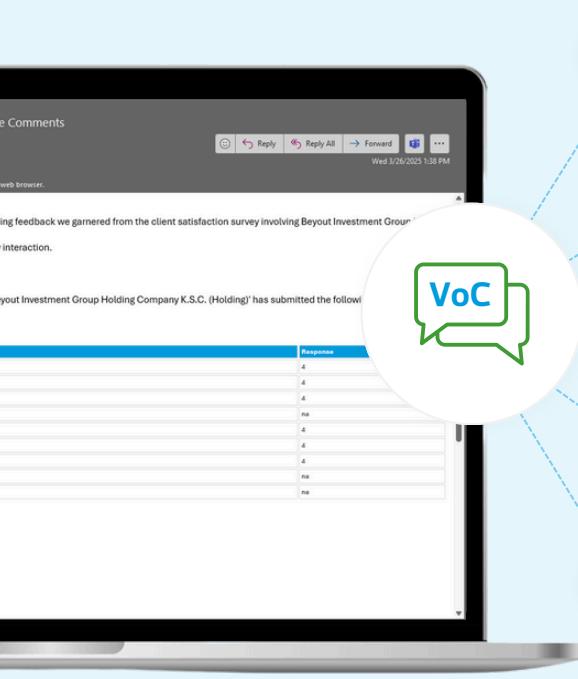


**Ensure accountability and resolution** through internal follow-up mechanisms.

By automating feedback loops and embedding transparency into our service model, VoC turns insights into action, strengthening our partnership with our client.

# Insight into Internal Operation

VoC is not just a digital tool—it is a coordinated effort led by dedicated team within RSM in Kuwait:



**Client Dedicated Team:** Oversees survey logic, communication schedules, and overall feedback result.

**Engagement Team:** Receive real-time notifications once feedback (positive, neutral or negative) is submitted.

**Firm management:** Monitors escalated cases to ensure resolutions align with Firm belief and commitments to client experience.

**Operations Team:** Automates task assignments and reminders for unresolved client concerns.

**Firm Management:** Receives performance insights and trends to guide improvement efforts.

## Key Features That Drive Engagement



### Automated Client Targeting

Identifies relevant contacts for survey distribution.



### Milestone - Based Triggers -

Sends surveys at defined engagement milestones.



### Embedded Email Links –

Makes responding easy and quick for clients



### Smart Reminders –

Auto reminder for pending feedback to maintain high response rates.



### Real-Time Monitoring –

Tracks completion and flags areas requiring attention.



### Automated Alerts –

Notifies internal teams based on satisfaction scores.



### Escalation Flows –

Pushes critical feedback to firm management & engagement teams for timely response.



### Task Automation –

Creates internal tickets for resolution with follow-up tracking.



### Positive Feedback Routing –

Shares appreciation emails with involved personnel.



### Case Closure –

Feedback cases close only after client satisfaction is confirmed, via auto email.

# Delivered Value for Clients



## Timely Feedback Capture

Understand service experience as it unfolds.



## Consistent Engagement

Every response is followed up through a standard and fair process.

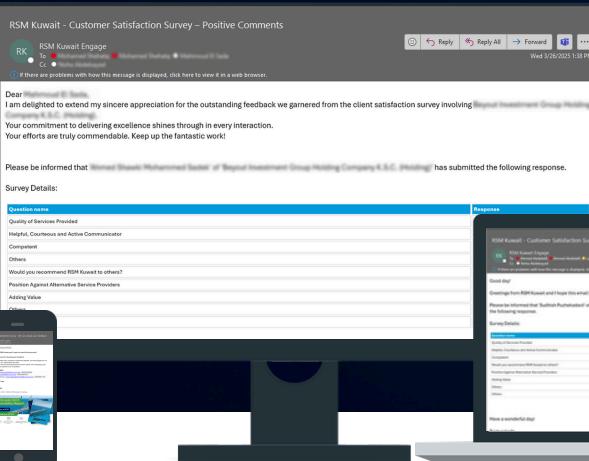
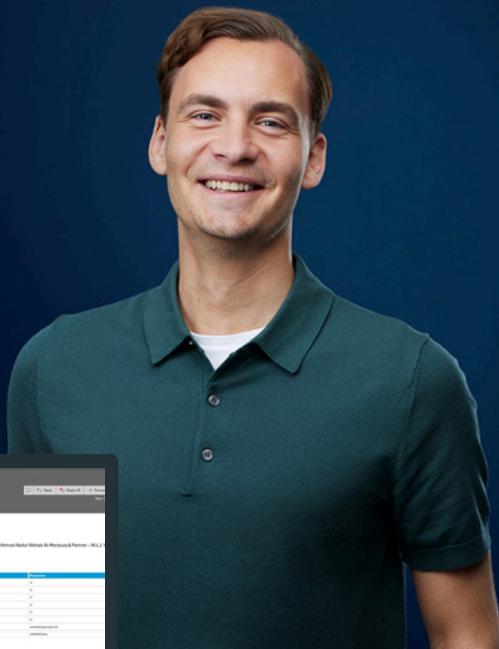


## Transparency

Clients are consulted before closing any issues reported by them.

## Benefits for Our Clients

Together, we grow through your insights. Engage, share, and let's shape the future.



Minimizes manual touchpoints with **automated workflows**



Encourages active participation with **scheduled auto reminders**



**Strengthens communication and engagement** throughout the engagement



**Allows quicker review and response** to feedback



Helps shape continuous **service improvements**



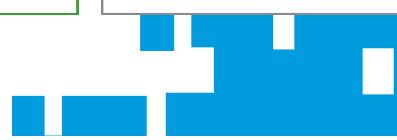
**Integrates with Outlook** for notifications and visibility



Ensures **consistent handling of feedback** with documented workflows



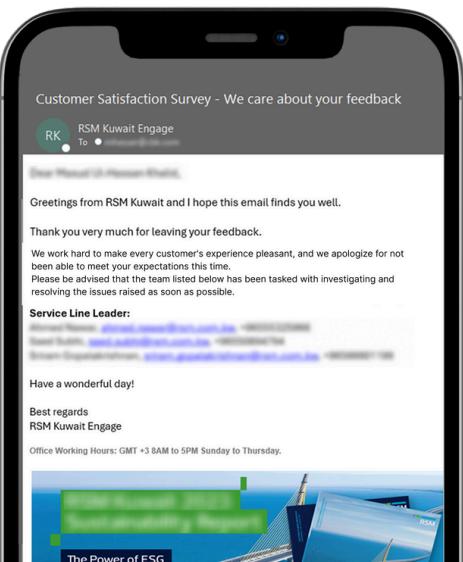
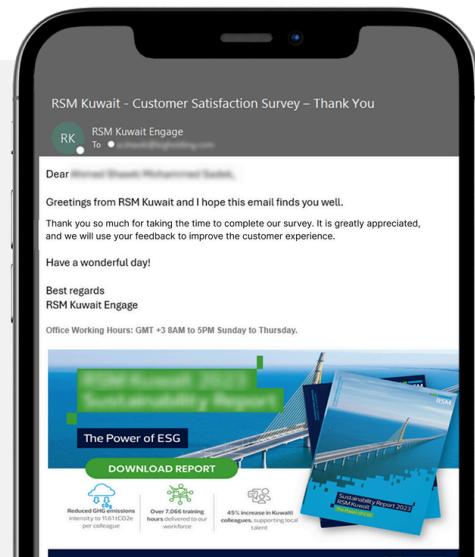
Makes the feedback process more **transparent and collaborative**



## Accessible & Secure



Clients receive targeted emails with Survey links, which are specific to their engagement and the response data is captured using encrypted connections.



## Supporting a Sustainable Feedback Culture



Fully digital platform that reduces the need for paper-based forms.



Supports transparent communication and engagement accountability.



Encourages client engagement-driven service development and governance.

# Empowering Progress Through Technology and Expertise

At RSM in Kuwait, we combine professional insight with a connected technology platform to support collaboration, enhance decision-making, and deliver added value across all engagements.

## Contact Us

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