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Most Admired Companies

For professional services firms, reputation is everything

Premium content from Boston Business Journal by Keith Regan, Special to the Journal

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Whether they're being trusted to turn around a company with a strategic investment, solve a legal problem or unlock a business puzzle, the area's Most Admired professional services companies know how important their reputations are to their success.

And they know they build those reputations each and every time they come in contact with a client.

"We build our brand based on quality and integrity day in and day out," said [Bill Bacic](#), managing partner of the New England practice at Deloitte, the global consultancy that makes its second straight appearance on the Most Admired list. "Our most important job at Deloitte is to help our clients navigate the complexity and uncertainty of the regulatory and economic environment, and being recognized tells us we are doing the right things.

Bacic said Deloitte is mindful to nurture its global reputation while building strong local roots. In Boston, that means supporting The United Way, City Year and the College Summit financially and with associates' volunteer time.

"We are one of the biggest organizations in the world, but we know those local ties and connections are important to our success as well," he said.

At Goulston & Storrs, co-managing partners [Martin Fantozzi](#) and Douglas Husid see themselves as stewards of a reputation that dates back to the firm's founding 111 years ago.

"Among people who know the firm, we have a reputation as a place that is a little different," Fantozzi said. "As law firms have all become more aware of the external images they project, that culture and value has gotten more recognition and we're proud to be stewards of that."

"This is a highly competitive business," added Husid. "And over time it's really about building a culture inside the firm that leads to that community involvement and doing high-profile pro bono

work and building a reputation year after year.”

For Bain Capital, that public reputation is one increasingly in the public eye once again as [Mitt Romney](#) bids to become the Republican presidential nominee. But area business leaders know the firm as one that has backed dozens of area companies, providing the capital to help them grow and adapt to the changing marketplace. With \$60 billion in assets under management, Bain Capital is one of the world’s largest private investment firms.

“For professional services firms, I would say that being admired in the marketplace boils down to customer service and honesty,” said [Michelle Drolet](#), an analyst with Towerall, an IT security services firm in Framingham whose clients includes regional banks and other trusted service providers. “Responding immediately to customer calls and requests, to make your customers a priority. To be honest and upfront with issues they may be facing and avoid sugar-coating.”

“Reputation is everything when it comes to professional services providers,” added Fantozzi. “People don’t go to a stock market exchange to get these services. People buy based on an informal information exchange that is happening all the time and that in turn is based on the encounters people are having each and every day with your organization.”