



THOMSON REUTERS

## NEWS RELEASE

FOR IMMEDIATE RELEASE

---

### 2014 Thomson Reuters SYNERGY Conference Highlights Dedication to Profession Needs and Customer Experience

**DEXTER, Mich., November 12, 2014** – Thomson Reuters wrapped up [SYNERGY 2014](#), the company's 34<sup>th</sup> annual Users' Conference for tax and accounting professionals, in National Harbor, Maryland last week. This year's conference showcased a number of initiatives that reaffirmed the company's dedication to customer excellence and the user experience, including its popular Ideas Communities for customers, an Innovation Lab, and dedicated sessions focused on the user experience.

The [CS Professional Suite Ideas Communities](#) are online communities that encourage customers to suggest ideas for new product features and enhancements. Community members vote for and comment on the ideas. There are currently six product communities with over 8,500 active community members. Through the communities, 1,600 ideas have been proposed, and 848 have been directly implemented in Thomson Reuters product releases.

"The Ideas Communities represent the best in customer service for tax and accounting software," said Scott Evans, managing partner of Evans & Associates, Inc. "Thomson Reuters welcomes firms' insights and feedback and incorporates those suggestions directly into their products. As a practitioner, I regard their development procedure and, consequently, their software to be the strongest in the profession."

The Innovation Lab, which debuted at this year's SYNERGY Conference, is where customers were invited to preview product and service innovations in development, with the goal of gathering customer feedback on user experience, functionality, and intuitiveness. The lab encouraged attendees to explore future document management and client collaboration design concepts and learn more about our new [eSignature](#) capabilities for Form 8879, engagement letters, and consent forms. The Innovation Lab gave customers access to a new [NetClient CS](#) module called [Legal and Business Forms, powered by LegalStreet](#), which provides basic business and legal forms that accountants can make available to their business clients. In addition, Product Development technologists and Product Management members ran user experience sessions to hear first-hand feedback on new product design and user interface ideas.

"At Thomson Reuters, we are committed to providing our customers with a seamless user experience grounded in clean design and ease-of-use concepts," said Jon Baron, managing director of the Professional segment in the Tax & Accounting business of Thomson Reuters. "Exceeding customer expectations and delivering a positive user experience is our highest priority, so we constantly seek out and monitor customer feedback that allows us to enhance current products and deliver new innovative tools to the profession."

To support the focus on our customers, the Thomson Reuters Professional segment has a cross-functional Customer Excellence team that continuously monitors user experience and works on initiatives to improve it. In addition to customer journey mapping, the team engages customers with quarterly satisfaction surveys, annual product surveys, regional customer events, and our annual [SYNERGY Users' Conference](#).

To learn more about the CS Professional Suite Ideas Communities or to become a member, visit <https://cs.thomsonreuters.com/ideascommunities>.

**Thomson Reuters**



THOMSON REUTERS

Page 2 of 2

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial and risk, legal, tax and accounting, intellectual property and science and media markets, powered by the world's most trusted news organization. For more information, go to [www.thomsonreuters.com](http://www.thomsonreuters.com).

**CONTACT**

Dana Greenstein  
Public Relations Manager  
Tax & Accounting  
Thomson Reuters  
+1 212 337 4129  
[dana.greenstein@thomsonreuters.com](mailto:dana.greenstein@thomsonreuters.com)