Customer Feedback Program
for
Financial Consultants

Build your practice through an annual, measurable and easy-to-execute Customer Feedback Program

360^0 Customer Feedback

Listen hard and your customers will reveal the secrets to growing your business!

Independently Conducted By:

CLIENT ◆ OPINIONS
MARKET-DRIVEN THINKING

For more information on this program, please contact us at info@clientopinions.com or feel free to call us at 610.933.2542

About the Customer Feedback Program

Objectives

- **To help your organization <u>retain and develop</u> its most valuable customers**
- **To help <u>your organization secure new business</u>**
- **To help your organization be viewed as a <u>valued partner</u>**

The Idea – Build Your Business

To help financial consultants build their practice through an annual, automated and measurable <u>customer feedback program</u> that is independent, confidential and very easy to execute.

How it Works – Just Send an Email; We Do the Rest!

Client Opinions has developed a completely turn-key survey program. We handle all the details of designing, executing, and reporting. We even provide you with the email invitation you send to your customers. All you need to do is send the email.

Steps	Your Organization	Client Opinions
1) Send email to customers	●	
2) Develop and write customer survey		●
3) Ensure sound research methodology		●
4) Create the customer email invitation		●
5) Execute survey & collect responses		●
6) Analyze results		●
7) Issue Final Report		●

Key Benefits – 20 Invaluable Learnings from Customers

1. **Revenue Growth Opportunities.** How many customers are interested in being contacted about additional products? Who are they?
2. **Brand Image.** What thought comes to mind when a customer thinks of your organization?
3. **Bank Leads.** Which bank services offered by your organization are customers aware of?
4. **Customer Satisfaction.** Are customers satisfied with products and services?
5. **Responsiveness.** Do customers feel you are attentive to their issues and concerns?
6. **Back-up Staff.** How comfortable are customers in dealing with your back-up staff?
7. **Suggested Improvements.** Customer suggestions on how to serve them better.
8. **Reports & Meetings.** Customer satisfaction with the quality of reports and meetings.
9. **Greatest Concern.** What are customers' greatest concerns about their investments?
10. **Customer Enthusiasm.** What would make customers enthusiastic about your organization?
11. **Investment Goals.** How well do customers feel their investment goals are being met?
12. **Willingness to Refer.** Which customers would recommend your organization?
13. **Customer Referrals.** What are the names of new prospects your customers will refer you to?
14. **Percentage of Assets Managed.** What % of assets does your organization manage?
15. **Competition.** What other organizations are your customers working with?
16. **Communication.** What are your customers' preferred methods of communication?
17. **Significant Life Events.** What significant life events do your customers have upcoming?
18. **Educational Topics.** What topics are your customers interested in learning more about?
19. **Customer Leads.** What leads can you give to the bank branch?
20. **Individual Customer Response Profile.** How each customer answered each question?

Reporting and Analytics - Examples

Aggregate Reporting shows average aggregate responses for all questions. This enables you to see how you and your organization are performing and how well you are meeting or exceeding the needs of your customers. Importantly, you can track your key performance indicators over time and compare them to internal benchmarks. This allows you to measure the impact of changes you have made in your business.

Would you recommend this organization to a close friend or colleague who is in search of a strong financial consulting organization?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes, definitely		**79.6%**	**39**
Likely		16.3%	8
Maybe		2.0%	1
Unlikely			
No, definitely not			

How could this financial consultant improve to make you truly *enthusiastic?*
(Please explain.)

Response
I am interested in further financial analysis training. So, a recommended weekend or after work course recommendation would be helpful.
Could do more to proactively bring new ideas to customers without waiting for customers to ask the questions. The customer may not know what is new to ask about.
need to determine who is the LEAD financial consultant since I have advice from 3 parties
More timely reporting of year end reports for tax preparation purposes.
...ve the assets that some other ...would be happy to have my business.
...ll into a black whole and I never hear

For planning purposes, what significant events may take place in your life over the next 12 months?
(Please select all that apply)

(Respondents were allowed to choose **multiple** responses)

Response	Chart	Frequency	Count
Job change		12.0%	3
Sale of a business		8.0%	2
Purchase of a business		12.0%	3
Sale of employee stock/options		24.0%	6
Major charitable donation		8.0%	2
Retirement/semi-retirement		**28.0%**	**7**
College funding planning for children/grandchildren		16.0%	4
Family wedding		4.0%	1

Individual Response Reporting shows how each customer answered every question allowing you to take action on a customer-by-customer basis.

		Frank Smith
#	**Question**	**Response**
Q1	**What immediate thought comes to mind when you think of your financial consultant?**	High returns
Q2	**Please rate your satisfaction with customer service in the following areas:**	
	Understanding your financial goals	Very Satisfied
	Creating a sound plan to meet your goals	Very Satisfied
	Communicating effectively	Not Satisfied
Q3	**Which, if any, of the following would you be interested in learning more about?**	
	Tax Planning/Reduction Strategies	
	Education Planning/Funding	Edu
	Trust & Estate Planning	
Q4	**How could we improve to make you truly enthusiastic?**	Mak
Q5	**What % of your investable assets does this financial consultant help you manage?**	51%
Q6	**What...**	

		Jane Doe
#	**Question**	**Response**
Q1	**What immediate thought comes to mind when you think of your financial consultant?**	Excellent delivery and execution.
Q2	**Please rate your satisfaction with customer service in the following areas:**	
	Understanding your financial goals	Somewhat Satisfied
	Creating a sound plan to meet your goals	Very Satisfied
	Communicating effectively	Very Satisfied
Q3	**Which, if any, of the following would you be interested in learning more about?**	
	Tax Planning/Reduction Strategies	Tax Planning/Reduction Strategies
	Education Planning/Funding	
	Trust & Estate Planning	Trust & Estate Planning
Q4	**How could we improve to make you truly enthusiastic?**	Have more frequent meetings with me to discuss my goals.
Q5	**What % of your investable assets does this financial consultant help you manage?**	25-50%
Q6	**What...**	

About Client Opinions, Inc.

Client Opinions is dedicated to providing financial consultants with an automated, measurable, continuous and easy to execute method of obtaining customer feedback -- ensuring customer research is a proactive and on-going part of the way financial consultants conduct business. This allows our clients to anticipate problems, capitalize on opportunities and deepen customer relationships.

You can't avoid getting customer feedback. Your choice is to get it proactively or reactively!
A strong customer feedback program enables you to be proactive – to anticipate problems, take corrective action and identify new sales leads and revenue opportunities.

Research & Industry Experience

Client Opinions has a rich base of experience across many financial service sectors and firms including:

Financial Advisory and Planning Firms	Other Financial Services Firms
21st Century Financial Group	**Banking**
Alesco Advisors	J.P. Morgan Chase
Asset Strategies	Bank of Hawaii
Blue Water Advisors	Citizens Bank
Brophy Financial Advisory Group	State Bank of Cross Plains
CCR Wealth Management	First National Bank in Sioux Falls
Client First Advisors	**Hedge Funds, Private Equity, Venture Capital**
De Jong Financial Planning	Hamilton Lane
Gordon Asset Management	Safeguard Scientifics
H.L. Zeve Associates	CMG Investment Advisors
Independence Advisors	**Mutual Funds & Service Providers**
Kuehl Shepherd Kozlowski Group	Lockwood Financial Group
Langdon Shaw Associates	Royce Funds
Legacy Financial Advisors	Unified Fund Services
Miller & O'Brien Financial Associates	The Vanguard Group
Mintz Levin Financial Advisors	**Institutional Asset Management**
Newton One Advisors	Brandywine Global Investment Management
Next Level Financial	Batterymarch Financial Management
Pacific Wealth Management	Gen Re Capital
Perry Smith Wealth Advisors	Pitcairn Financial Group
Pro Wealth Management	**Insurance & Investments**
Reynolds Financial Group	USI Affinity
Shultz Collins Investment Council	The Resource Group (TRG)
SMART Financial Advisors	Premier Partners (part of Lincoln Financial Advisors)
Vann Investments	LPL Financial
Ziegler Investment Services	

Contact Us

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