

Shareholder Feedback Program for Mutual Fund Companies

Build your company through an annual, measurable and
easy-to-execute Shareholder Feedback Program

360^o Shareholder Feedback



*Listen hard and your shareholders will reveal
the secrets to growing your company!*

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 Shareholder Feedback Program

Objectives

- To help your company **retain and develop** its most valuable shareholders
- To help **your company secure new business**
- To help your company be viewed as a **valued partner**

The Idea – Build Your Business

To help mutual fund companies build their business through an annual, automated and measurable shareholder feedback program 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 shareholders. All you need to do is send the email.

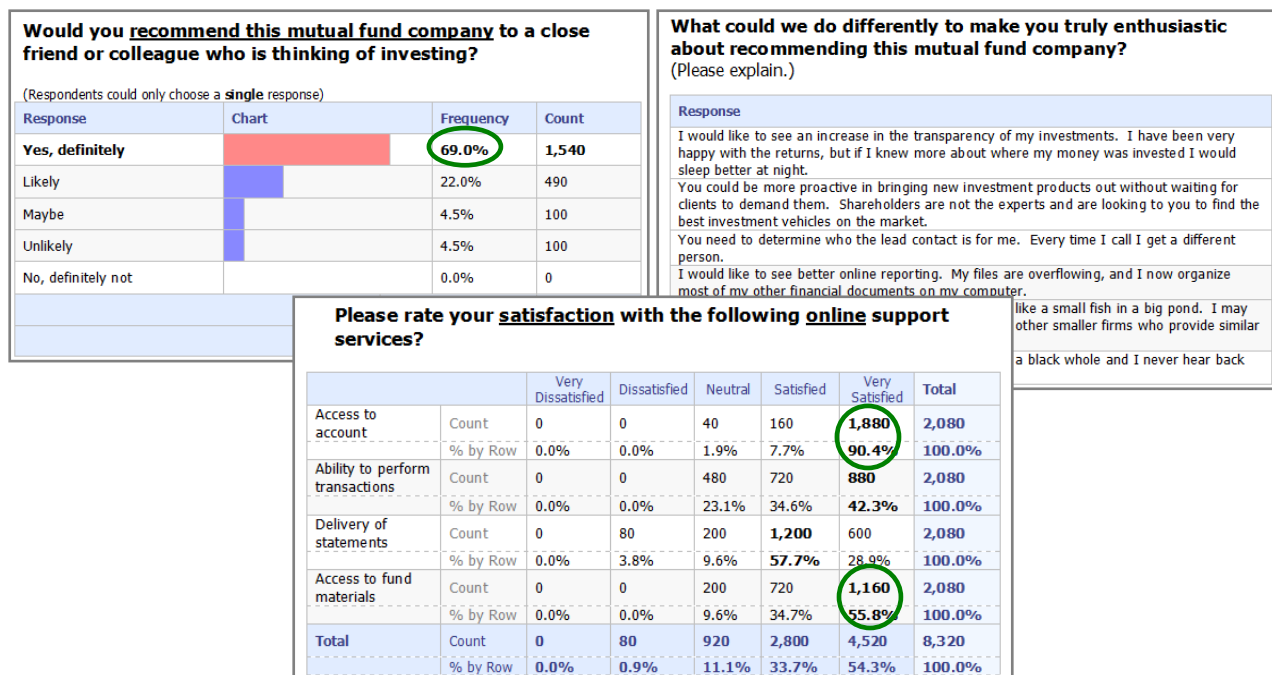
Steps	Your Company	Client Opinions
1) Send email to shareholders	●	
2) Develop and write shareholder survey		●
3) Ensure sound research methodology		●
4) Create the shareholder email invitation		●
5) Execute survey & collect responses		●
6) Analyze results		●
7) Issue Final Report		●

Key Benefits – 19 Invaluable Learnings from Shareholders

1. **Revenue Growth Opportunities.** How many shareholders feel there is an opportunity for you to deepen your relationship with them? Who are they?
2. **Brand Image.** What thought comes to mind when a shareholder thinks of your company?
3. **Business Development.** How did shareholders initially learn about your company?
4. **Investment Awareness.** How aware are shareholders of their investments with you?
5. **Reasons for Investing.** Why did shareholders choose to invest in your company?
6. **Product Satisfaction.** Are shareholders satisfied with your investment products?
7. **Reports & Statements.** Are shareholders happy with your company's reports & statements?
8. **Reputation.** How strong is your company's reputation among shareholders?
9. **Investment Expertise.** Do shareholders feel you have a high level of investment expertise?
10. **Assets Invested.** What % of their assets do shareholders have invested with your company?
11. **Change in Assets Invested.** Do shareholders plan to increase or decrease their investments?
12. **Returns.** Are shareholders satisfied with the level of return on their investments?
13. **Risk.** How do shareholders feel about your company's risk management?
14. **Phone Support.** How do shareholders feel about the quality of your phone support?
15. **Online Capabilities.** Are shareholders happy with your company's online capabilities?
16. **Trend Perceptions.** How do shareholders feel about your company vs. a year ago?
17. **Shareholder Enthusiasm.** What would make shareholders more enthusiastic?
18. **Willingness Recommend.** Which shareholders would recommend your company to a friend?
19. **Individual Shareholder Response Profile.** How did each shareholder answer each question?

Reporting and Analytics - Examples

Aggregate Reporting shows average aggregate responses for all questions. This enables you to see how your company is performing and how well you are meeting or exceeding the needs of your shareholders. 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.



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

Jane Doe		
#	Question	Response
Q1	What immediate thought comes to mind when you think of this mutual fund company?	High returns
Q2	How satisfied are you with the following online support services:	
	Access to account	Satisfied
	Ability to perform transactions	Very satisfied
	Delivery of statements	Very satisfied
Q3	Please rate the importance of the following factors in your decision to invest in this mutual fund company:	
	Investment returns	Very important
	Superior risk management	Neutral
	Portfolio management team	Very important
Q4	Would could this company do to make you truly enthusiastic?	Provide investment
Q5	Would you recommend this mutual fund company to a friend or colleague?	Yes, definitely
Q6	What...	

Frank Smith		
#	Question	Response
Q1	What immediate thought comes to mind when you think of this mutual fund company?	Consistency
Q2	How satisfied are you with the following online support services:	
	Access to account	Very satisfied
	Ability to perform transactions	Satisfied
	Delivery of statements	Satisfied
Q3	Please rate the importance of the following factors in your decision to invest in this mutual fund company:	
	Investment returns	Important
	Superior risk management	Very important
	Portfolio management team	Important
Q4	Would could this company do to make you truly enthusiastic?	I would like to have the same point of contact each time I call
Q5	Would you recommend this mutual fund company to a friend or colleague?	Likely
Q6	What...	

About Client Opinions, Inc.

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

You can't avoid getting shareholder feedback. Your choice is to get it proactively or reactively!

A strong shareholder feedback program enables you to be proactive – to anticipate problems, take corrective action and identify new revenue growth opportunities.

Research & Industry Experience

Client Opinions has developed a rich base of research capabilities across many industries including:

<u>Banking</u> <ul style="list-style-type: none">● J.P. Morgan Chase● Bank of Hawaii● Citizens Bank● State Bank of Cross Plains● First National Bank in Sioux Falls	<u>Health Care & Pharmaceutical</u> <ul style="list-style-type: none">● Health Care Benchmarking Study● Air Methods Corporation● Wedgewood Pharmaceutical● Impact Rx● Medical Justice Services
<u>Insurance & Investments</u> <ul style="list-style-type: none">● USI Affinity● The Resource Group (TRG)● Premier Partners (part of Lincoln Financial Advisors)● LPL Financial	<u>Consulting, Training & Services</u> <ul style="list-style-type: none">● Clarkston Consulting● Sagemark Consulting● Antiphony Consulting● Training Industry Branding Study
<u>Mutual Funds & Service Providers</u> <ul style="list-style-type: none">● Lockwood Financial Group● Royce Funds● Unified Fund Services● The Vanguard Group	<u>Institutional Asset Management</u> <ul style="list-style-type: none">● Brandywine Global Investment Management● Batterymarch Financial Management● Gen Re Capital● Pitcairn Financial Group
<u>Associations and Societies</u> <ul style="list-style-type: none">● Eastern Technology Council● Canadian Plastics Association● TIE Global Entrepreneur Association● CFA® Society of Philadelphia	<u>Consumer & Retail</u> <ul style="list-style-type: none">● Procter & Gamble● IBM Consumer Products● Nesting Feathers Retail Store● Quorio Digital Photography
<u>Hedge Funds, Private Equity, Venture Capital</u> <ul style="list-style-type: none">● Hamilton Lane● Safeguard Scientifics● CMG Investment Advisors	<u>Education & Non-Profit</u> <ul style="list-style-type: none">● The University of North Carolina – Chapel Hill● The American College● The Miquon School
<u>Manufacturing</u> <ul style="list-style-type: none">● St. Johns Packaging● Layfield Poly Films● Glopak, Inc.	<u>Technology</u> <ul style="list-style-type: none">● Flashpoint Technology● UNX Technology● Technology Initiatives & Outsourcing Studies

Contact Us

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