

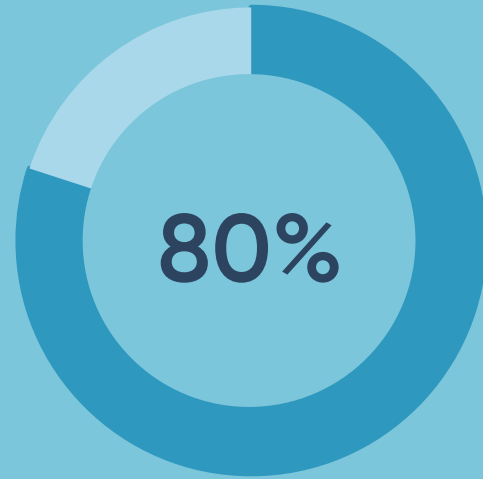


Delivering a Better Client Experience: An Evidence-Driven Approach

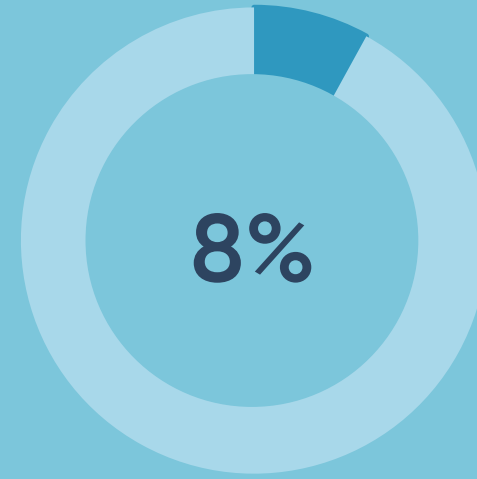
Vince Crivello
Client Experience Director

Designing Experiences

Consumers aren't getting the level of service they expect.



of companies
think their service
is superior



of consumers
think their service
is superior

<https://www.mindflash.com/blog/surprising-customer-experience-statistics-and-how-training-can-help>

...and are willing to pay more for great service and experiences.

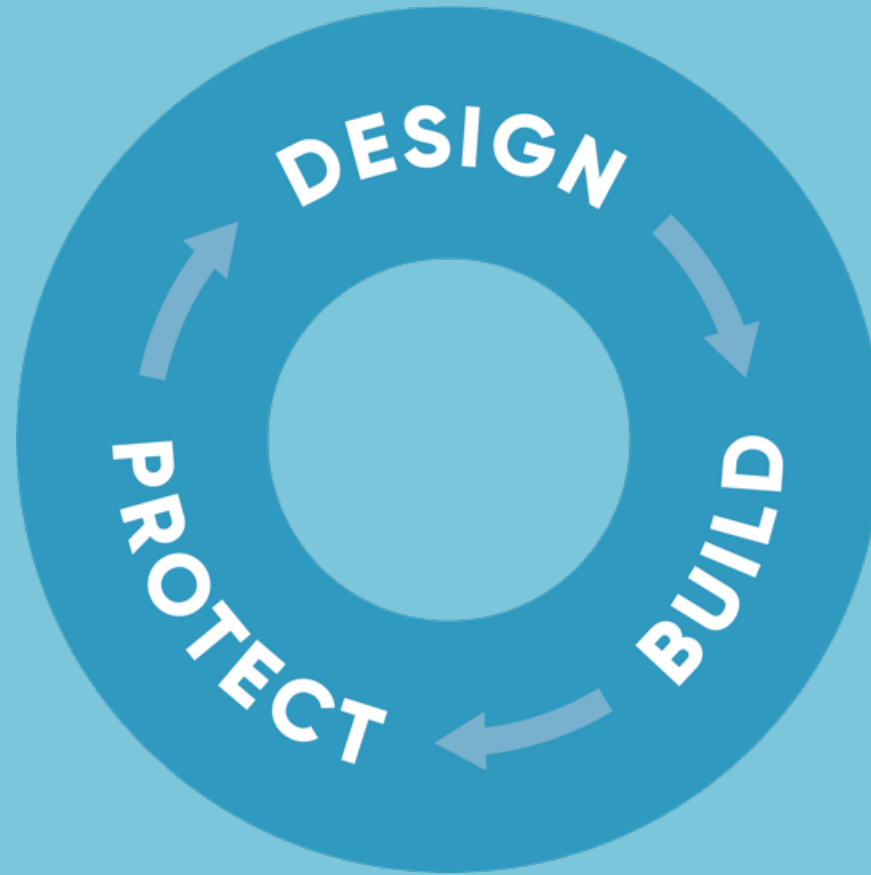
Design-driven companies outperformed the S&P 500 by 219% over the past 10 years.*

70% percent of consumers are more likely to recommend a brand because of simpler experiences and communications.**



*Jeneanne Rae, "Good design drives shareholder value," Design Management Institute, May 2015, dmi.org, **Siegel+Gale, Global Brand Simplicity Index 2014

To Design a Better Experience, Start with the End



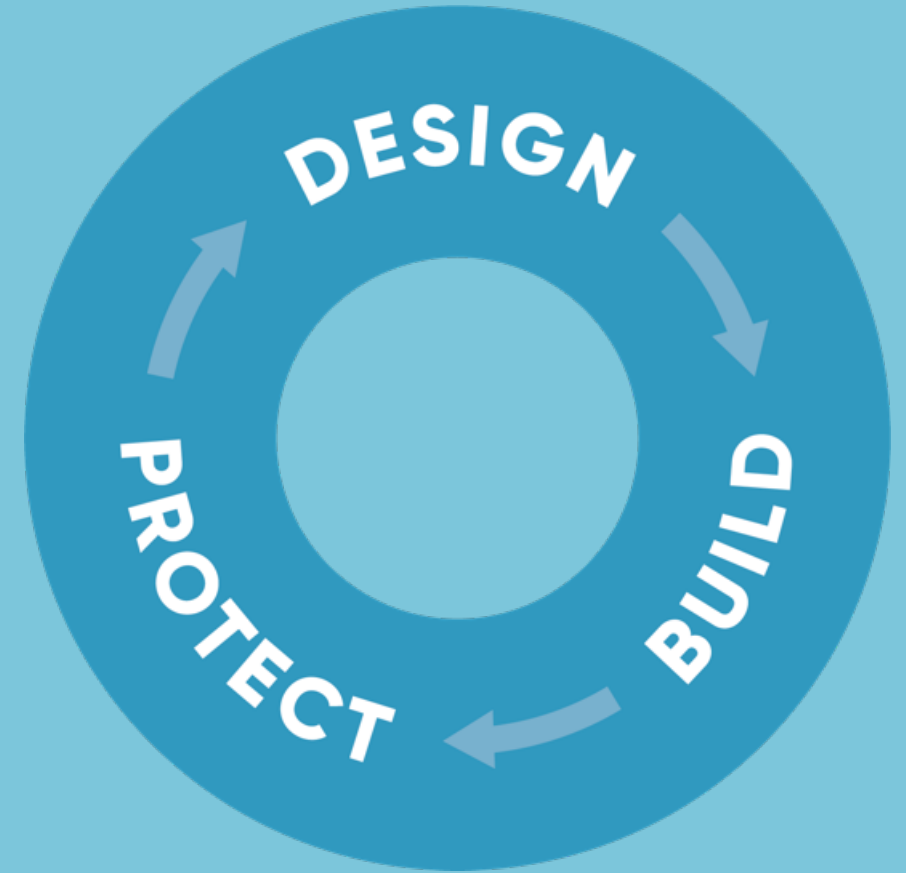
Key Moments Across Design | Build | Protect™



Gathering Input

Ways to Gather Client Input

- Quantitative:
Client Experience (CX) Survey
- Qualitative:
DBP™ FeedForward Session



Client Input Compared

	Quantitative	Qualitative
Timeframe	Trailing	Leading
Satisfaction	How have we done?	What should we do?
Gaps	Where were the gaps in our service or your expectations?	How can we improve going forward?
Experience	How were your past experiences?	What would you like your experience to be like in the future?
Referability & Helping Others	How likely are you refer us based on your experience with us?	Based on how we're improving our offering, how might we help more people?
Focus	Data-driven	Feeling-driven

Quantitative

"If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own."

- Henry Ford

Introducing the Net Promoter Score (NPS): How likely are you to refer?

(10 is most likely; 0 is least likely)



Net Promoter Score Formula

(Scale of -100 to 100)

$$\text{NPS} = \text{PROMOTERS } 50\% - \text{DETRACTORS } 20\% = 30$$

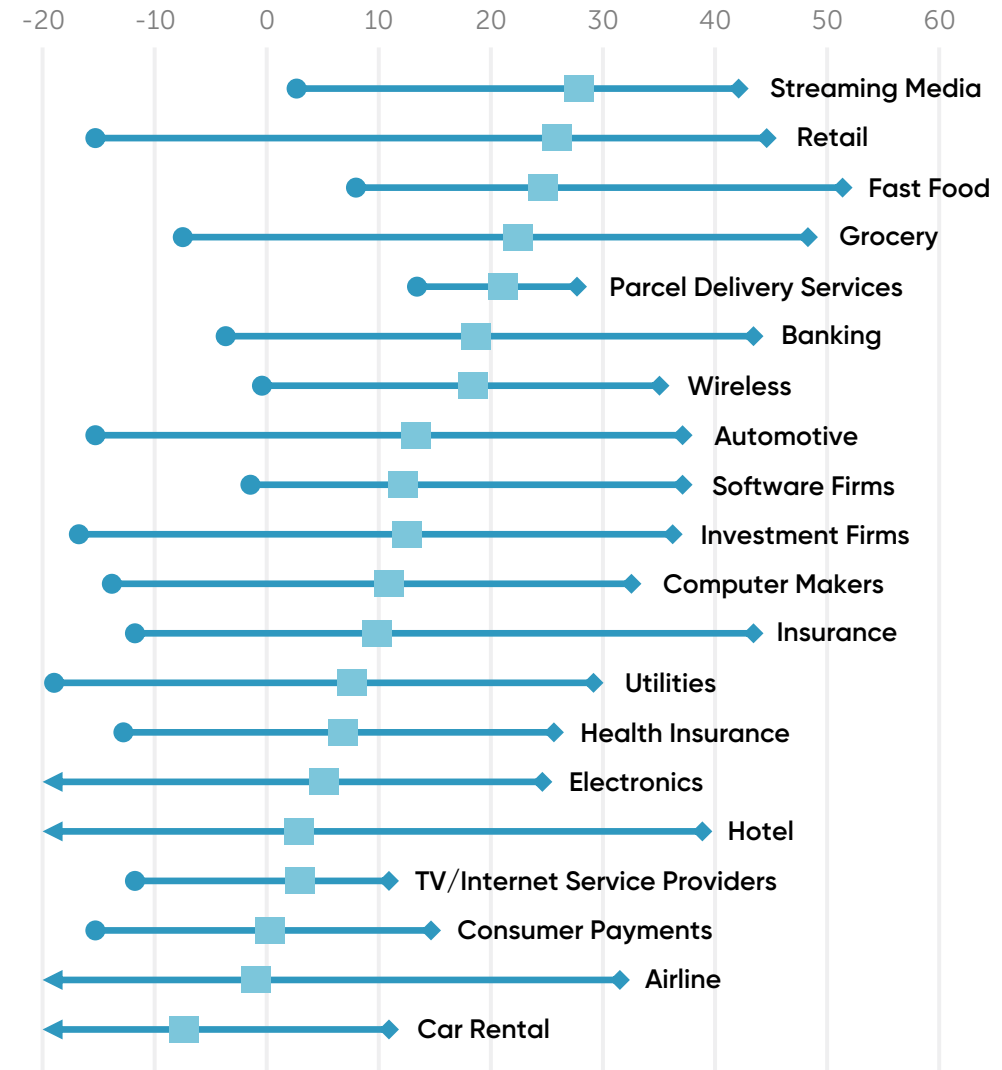
Net Promoter Score, NPS, and Net Promoter System are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

NPS: Industry Benchmarks

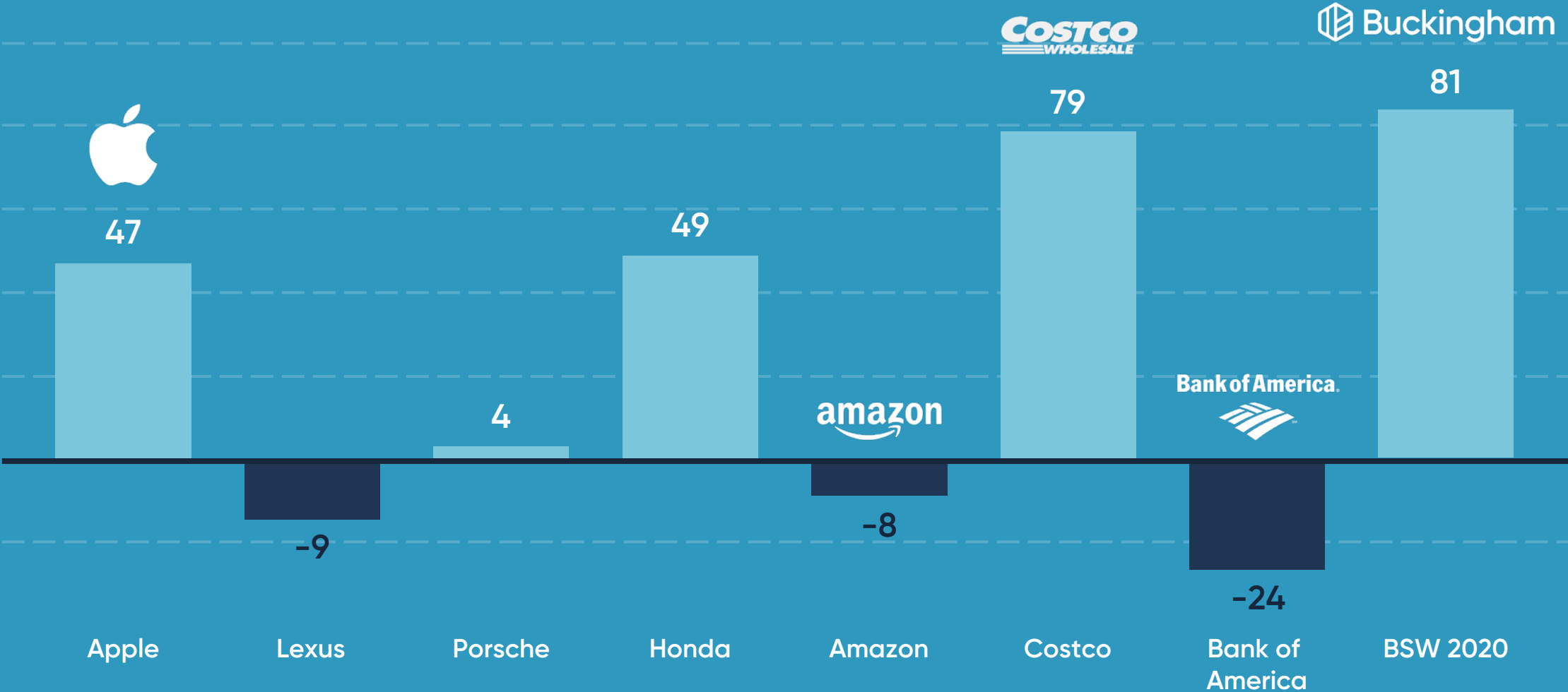
2020 XMI Customer Ratings – Consumer NPS, Range of Net Promoter® Score (NPS®) Across Industries



Base: 10,000 U.S. Consumers, 319 organizations, 20 industries
Source: Qualtrics XM Institute Q2 2020 Consumer Benchmark Study



NPS: Brand Benchmarks



Source: <https://customer.guru/>

Qualitative

● "It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them."

– Steve Jobs





DBP™ FeedForward Empowers Clients to Design a Better Wealth Management Experience

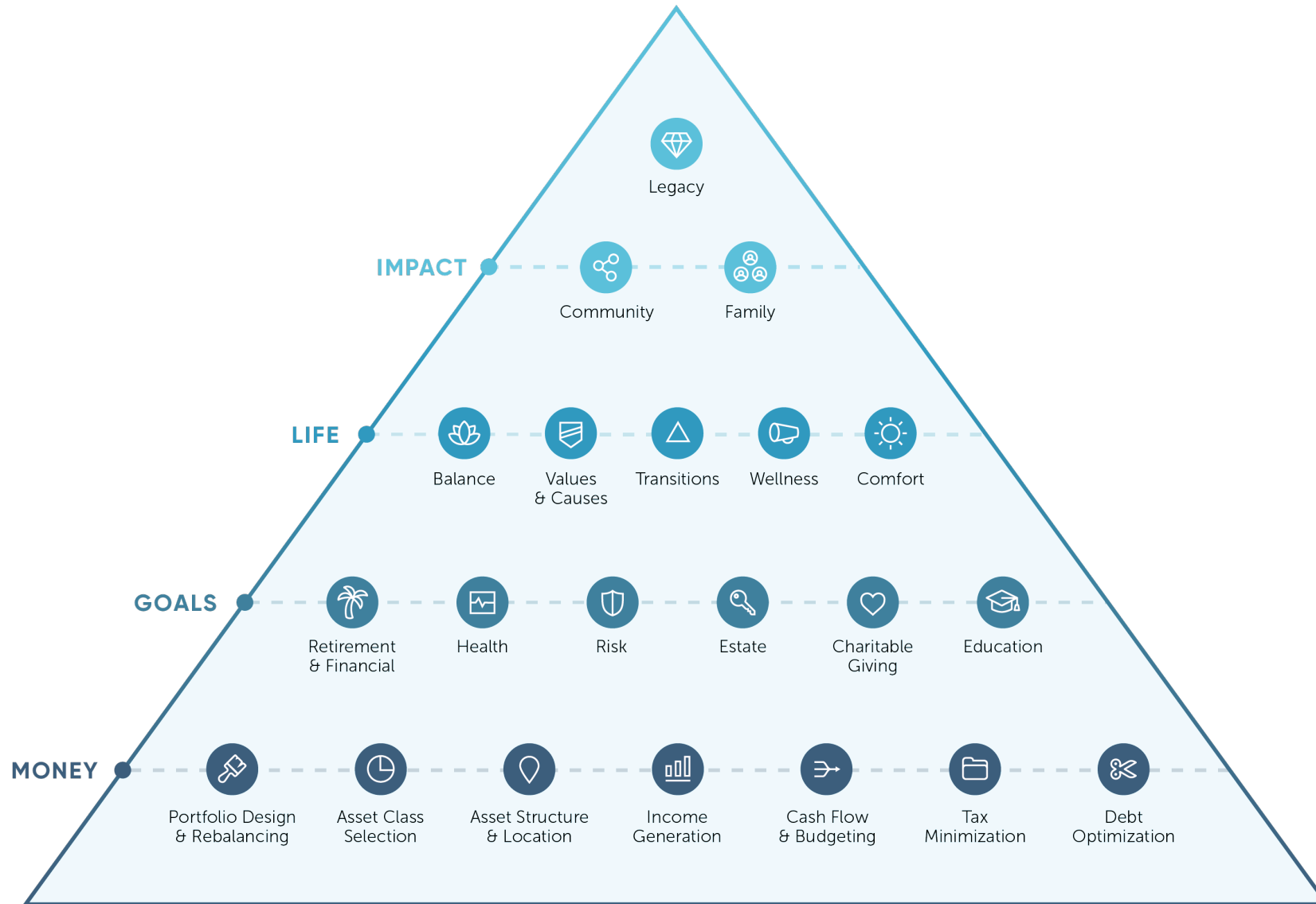
feed·back (noun):

The return of information about the result of a **past** process or activity; an **evaluative** response

feed·forward (noun):

Incorporating the return of information to **reframe**, **re-educate** and **set new expectations**; a proactive dialogue about a future state

Core Focus: *How does a client feel about working with us?*



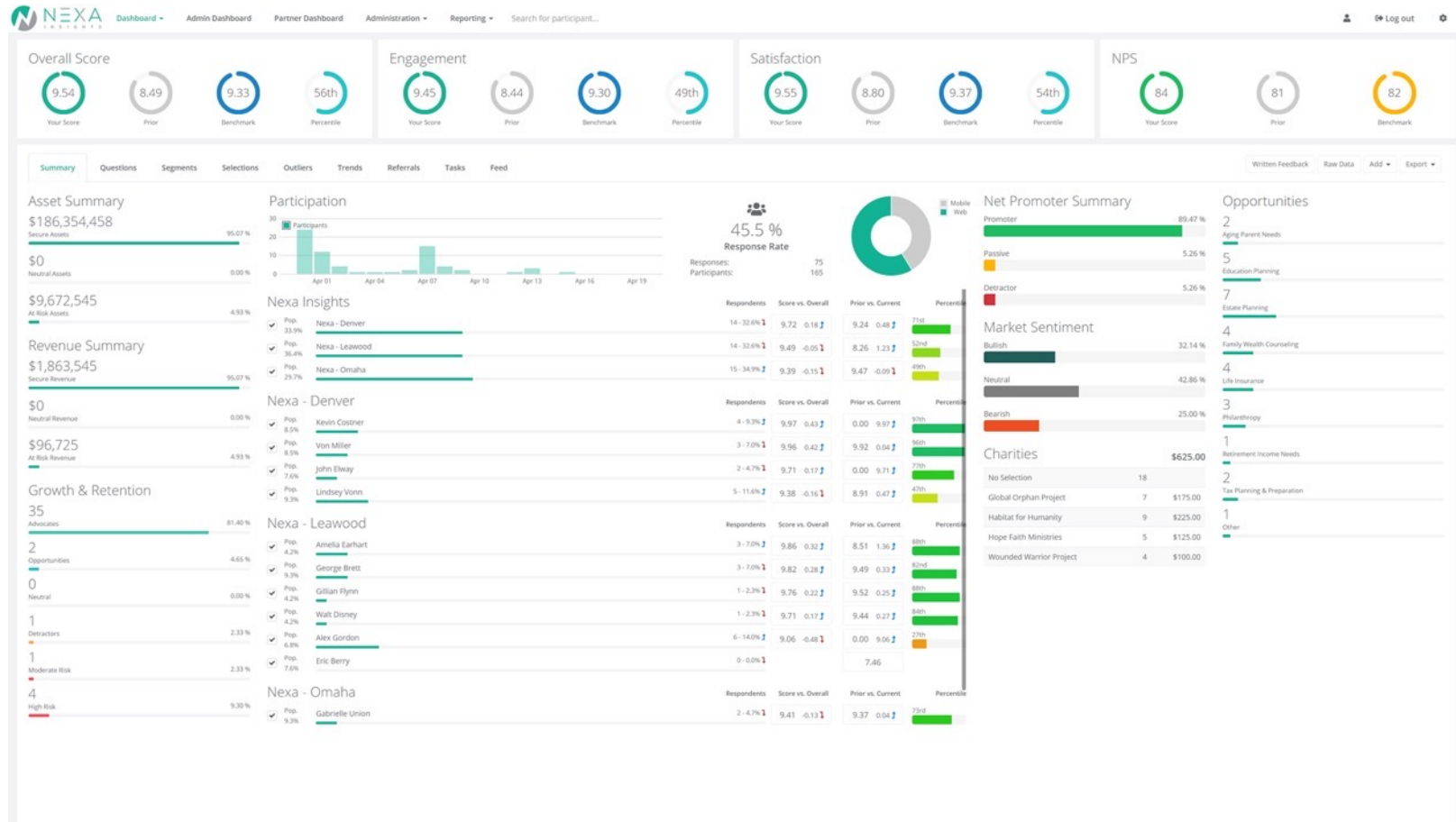
How do clients feel about providing input?

- I appreciate you asking me for input.
- I feel heard and appreciated.
- I have a better understanding of why something happens the way it does.
- I better understand how you might be able to help me in the future.

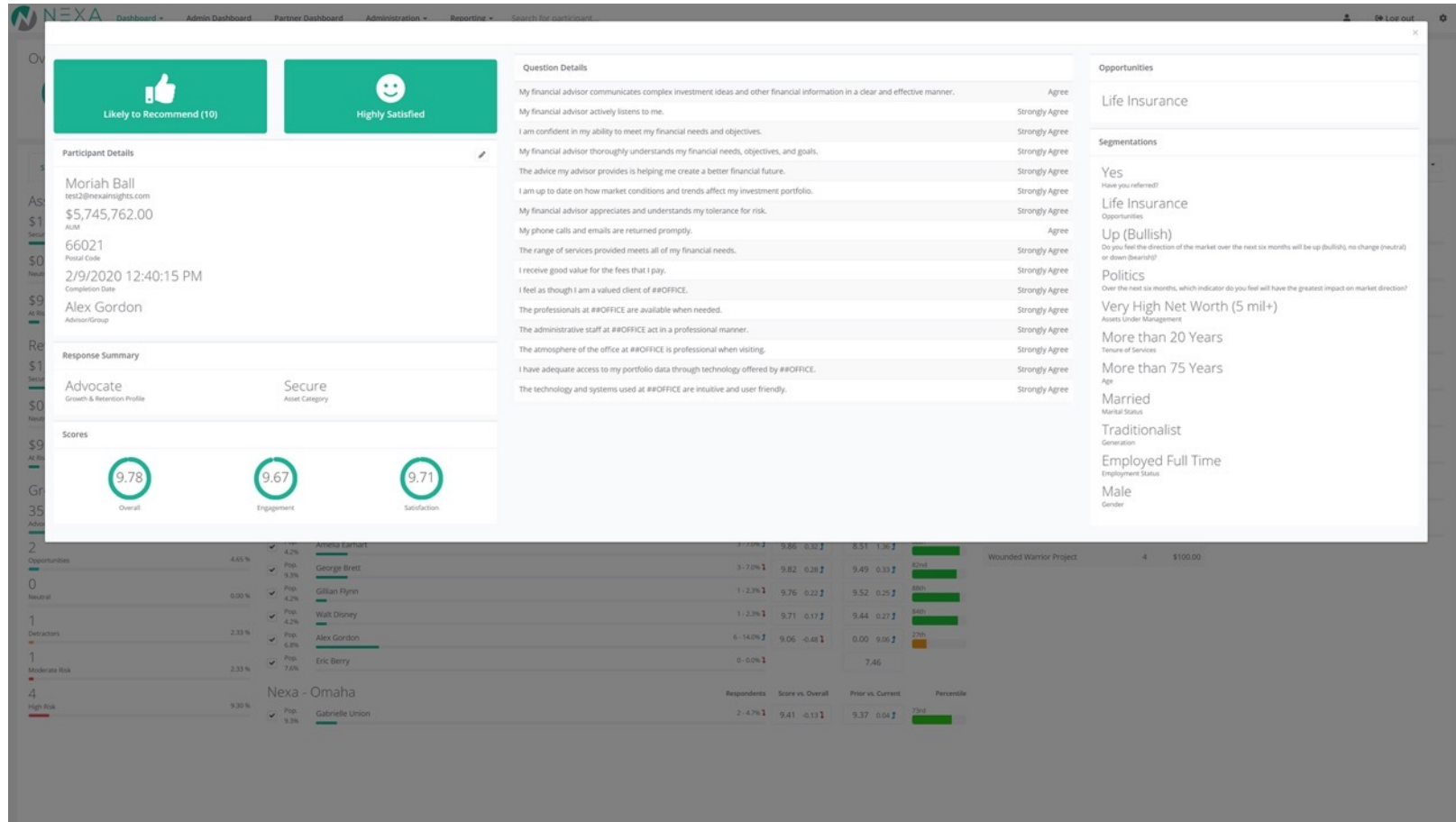


Enabling Technology

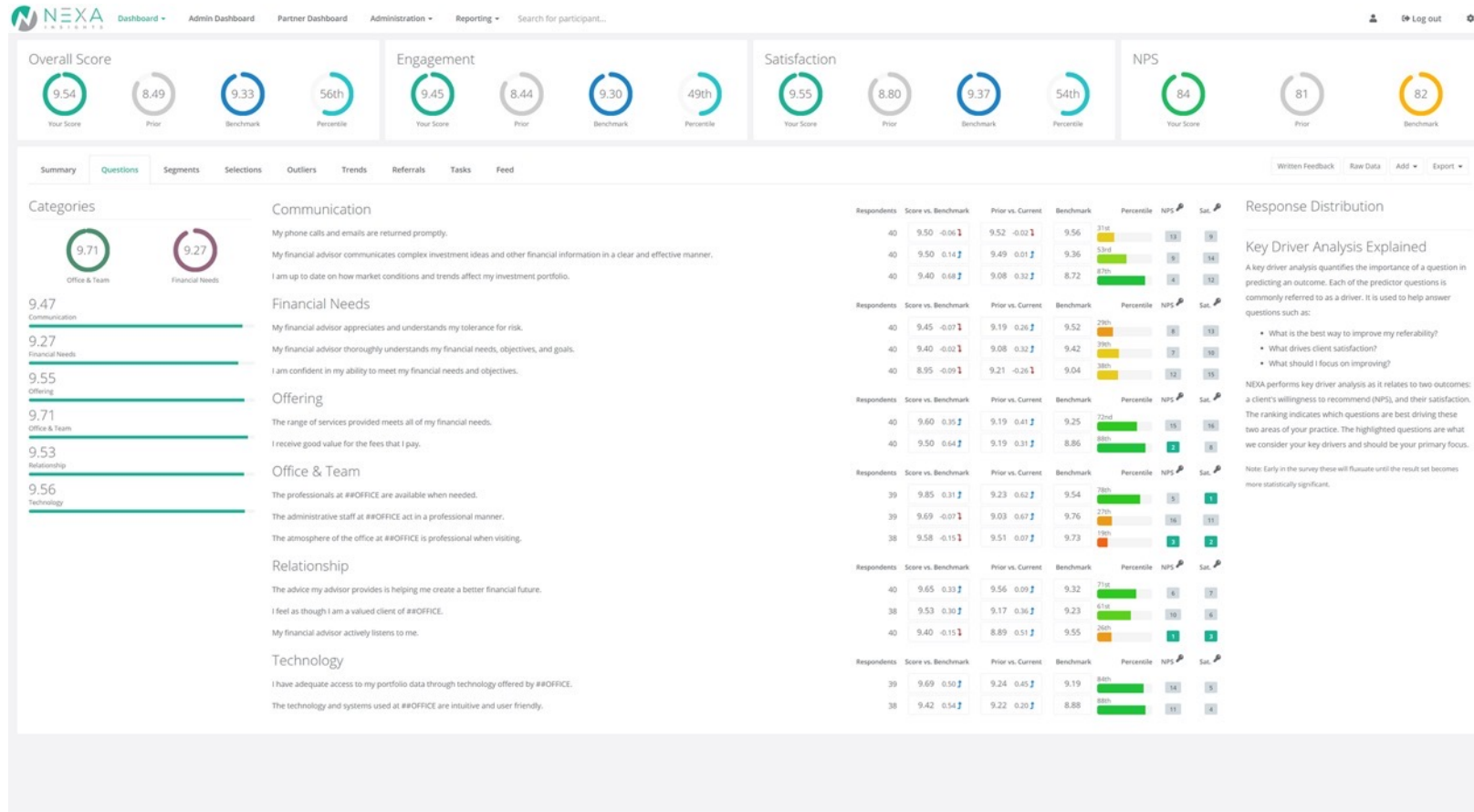
Nexa Dashboard



Client Detail



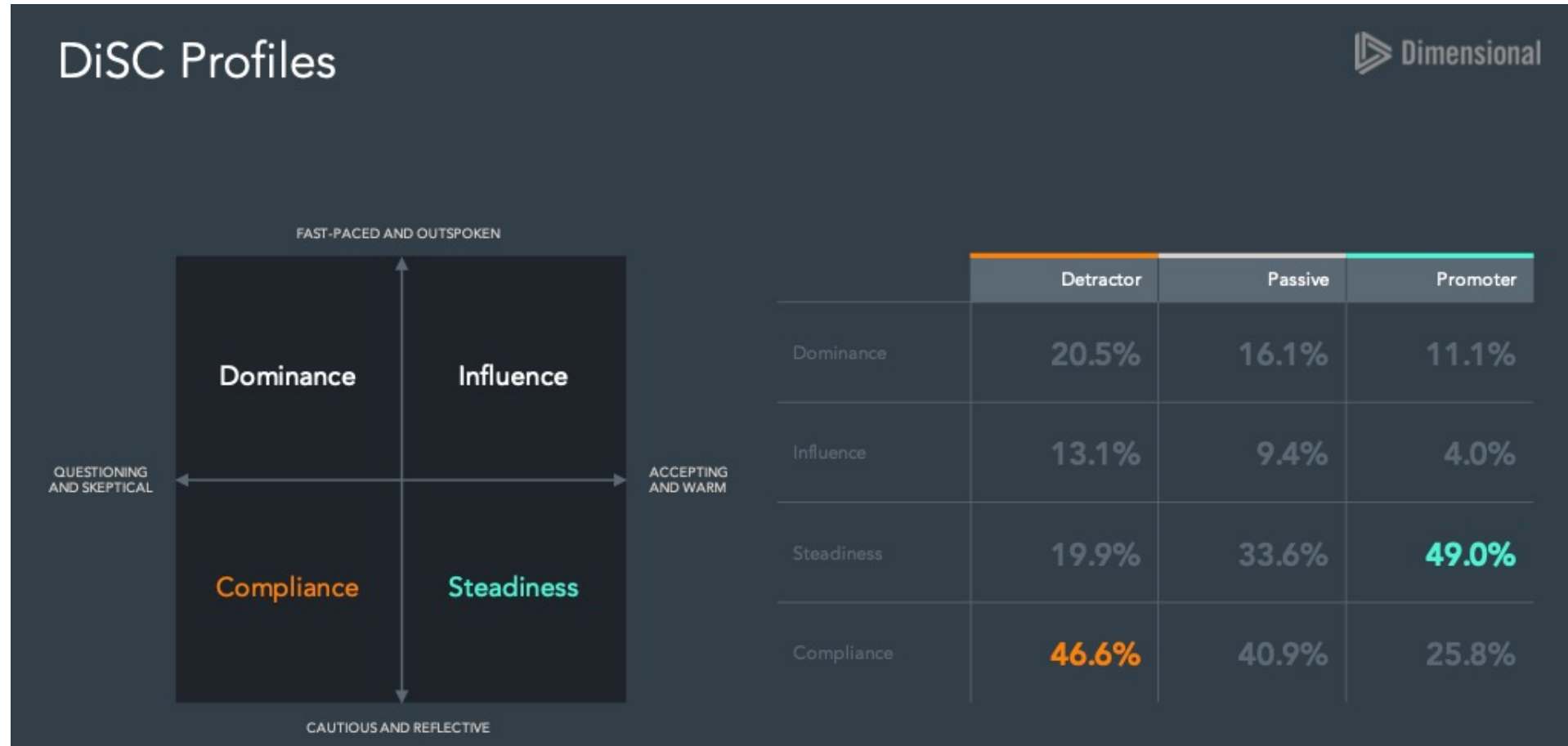
Attribution



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Closing Thoughts

Psychographics & Ideal Client Profile



Advisor Leadership Profile

ALTRUISM

Invest in the relationship even when you don't have to or when you aren't getting anything in return.

ANTICIPATION

Know what the client may need before they need it.

AUTHENTICITY

Be the same person both onstage and off stage.

Results from Dimensional & Loring Ward 2018-2019 Investor Feedback Survey



Thank you

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