

POWERED BY



MAPPING YOUR
Client Experience
WORKBOOK



Experience
Matters

cX Strategy 2.0 | The Forces You Face

INCREASING COMPETITION

The Opportunity to Differentiate Through PERSONALIZATION

Investors are faced with an explosion of choice, including options to trade online for free, take a self-directed approach through digital advice platforms, or work with a traditional advisor—and they can choose to do so with an ever-growing number of providers. The advisors who differentiate themselves and become the most successful are those who will deliver a fully personalized and value-added experience that meets an investor's growing expectations.

ONGOING MARKET VOLATILITY

The Importance of COMMUNICATION

To build trust and establish the credibility often required for a relationship to withstand normal fluctuations in market cycles, clear, consistent, and timely information on a clients' progress toward reaching their financial goals is imperative. Advisors who leverage tools to provide a holistic view of their clients' complete financial picture, help clients understand and visualize the impact of their short and long-term financial decisions, and empower clients through information and communication, are ahead of the game.

COMMODITIZATION OF SERVICES

The Push for Greater COLLABORATION

The old client engagement model is broken. Today, the industry is trending toward advice-driven business models built around relationships and based on a planning-rich experience, as many once profitable services have since been commoditized. Advisors who prioritize collaboration and engage clients as active participants in the wealth planning process are positioned to evolve with this trend.

THE FORCES YOU FACE - THE CHANGES THEY'RE DRIVING

There are a growing number of forces putting pressure on you and your clients, resulting in several central themes that will drive the client experience moving forward.

SHIFTING REGULATORY ENVIRONMENT

The Need for Increased TRANSPARENCY

Investors expect consultative relationships, built on trust and based on the assumption that they're working together to accomplish their financial hopes and dreams. As the pressure grows to increase transparency, automate the flow of information, and more clearly disclose and often justify fees, those advisors who can demonstrate the value they bring to their relationships will be most prepared to not only respond, but also succeed.

DISRUPTIVE TECHNOLOGY & THE IMPACT ON EXPECTATIONS

The Need for TECHNOLOGY

Disruptive innovators like Uber, Netflix, Airbnb and Spotify have completely redefined consumer expectations for how they interact with products and service providers — including their financial advisor. Clients now demand personalized, seamless, interactive and digitally-enabled financial experiences on their own terms. If an advisor or firm cannot deliver a best-in-class digital experience, then a competitor soon will.

MAPPING YOUR Client Experience



EXPECTATIONS

What your clients crave

REALITY

What your offering looks like

PERSONALIZATION

COMMUNICATION

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EXPERIENCE

In each bucket, compare your clients' expectations with your offering, then plot how happy your clients are likely to be based on how closely they align.

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COLLABORATION

TRANSPARENCY

TECHNOLOGY

cX Strategy 2.0 | Best Practices

**BUILDING CLIENT TRUST & LOYALTY.
GROWING SATISFACTION & SUCCESS.**

Customized, consistent attention

Personal rapport over the long-term

Active client participation

Genuine intent and interactions

Value beyond expectations

cX Strategy 2.0 | Improvement Opportunities

Review your Client Experience Sentiment Curve, as well as the best practices brainstormed, and identify the strategies and tactics you can employ to more closely align the experience you offer with your clients' expectations.

INCREASING COMPETITION & IMPORTANCE OF DIFFERENTIATION

Driving an increased need for tools that enable personalization.

STRATEGY 1

TACTIC 1

TACTIC 2

STRATEGY 2

TACTIC 1

TACTIC 2

STRATEGY 3

TACTIC 1

TACTIC 2

cX Strategy 2.0 | Improvement Opportunities

Review your Client Experience Sentiment Curve, as well as the best practices brainstormed, and identify the strategies and tactics you can employ to more closely align the experience you offer with your clients' expectations.

MARKET FLUCTUATIONS & VOLATILITY

Driving an increased need for open and proactive communications.

STRATEGY 1

TACTIC 1

TACTIC 2

STRATEGY 2

TACTIC 1

TACTIC 2

STRATEGY 3

TACTIC 1

TACTIC 2

cX Strategy 2.0 | Improvement Opportunities

Review your Client Experience Sentiment Curve, as well as the best practices brainstormed, and identify the strategies and tactics you can employ to more closely align the experience you offer with your clients' expectations.

COMMODITIZATION OF SERVICES & PUSH FOR PLANNING-LED PRACTICES

Driving an increased need for tools that promote collaboration.

STRATEGY 1

TACTIC 1

TACTIC 2

STRATEGY 2

TACTIC 1

TACTIC 2

STRATEGY 3

TACTIC 1

TACTIC 2

cX Strategy 2.0 | Improvement Opportunities

Review your Client Experience Sentiment Curve, as well as the best practices brainstormed, and identify the strategies and tactics you can employ to more closely align the experience you offer with your clients' expectations.

SHIFTING REGULATORY ENVIRONMENT

Driving an increased need for tools that increase transparency.

STRATEGY 1

TACTIC 1

TACTIC 2

STRATEGY 2

TACTIC 1

TACTIC 2

STRATEGY 3

TACTIC 1

TACTIC 2

cX Strategy 2.0 | Improvement Opportunities

Review your Client Experience Sentiment Curve, as well as the best practices brainstormed, and identify the strategies and tactics you can employ to more closely align the experience you offer with your clients' expectations.

INNOVATION, DISRUPTIVE TECHNOLOGY & THE IMPACT OF EXPECTATIONS

Driving an increased need for an integrated technology experience.

STRATEGY 1

TACTIC 1

TACTIC 2

STRATEGY 2

TACTIC 1

TACTIC 2

STRATEGY 3

TACTIC 1

TACTIC 2

MAPPING YOUR
Client
Experience



A series of 20 horizontal dashed lines for writing notes.

MAPPING YOUR
Client
Experience



A series of horizontal dashed lines for writing, spanning the width of the page.

