CLIENT SERVICE
POLICY STATEMENT

Client Service Policy

Insisting on a good client service and experience - Delivering the 'wow' factor.

Warren Buffett said it best:
"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

Our Service Mission Statement

- We do what we say that we are going to do when we say that we are going to do it.
- We provide a relationship experience so that our clients describe their relationship and engagement with us as both valuable and fun.

The Hierarchy of Client Experience: Competence, Service, Relationship

Clients expect us to be competent and professional, and they receive great service.

However what makes us special is our relationship experience where they are shown to be important as individuals regardless of their financial wealth.

1 Expectation of Competence

a. Our aim is that all clients agree that our financial planning and investment advice is highly competent and extremely valuable

b. Our financial planning service and our investment philosophy is clearly documented and is constantly available to clients and staff

c. We quickly and consistently incorporate changes in legislation and regulation into all areas of client practice

d. We actively encourage all team members to maintain and develop their technical skills and encourage and support further education

e. We have developed tools to communicate financial planning and investment concepts effectively to clients

2 Service Experience

a. We have a pre-welcome confirmation process for client meetings

b. All clients are made to feel welcome at every opportunity and at every point of contact

c. Clients are provided with help in getting to and finding our office and they are always greeted on arrival. Taxis are provided when appropriate.

d. Our office and our meeting room is a pleasant place for clients to visit where they can feel relaxed and comfortable and it conveys a professional attitude for business

e. We have a process agenda for client meetings so that clients understand the purpose of the meeting and we have a structured process for following up after client meetings to ensure that everyone is clear about what has been agreed.

f. We have consistent processes and systems in place for all client service tasks to ensure an efficient and trackable client service.

g. All of our essential systems integrate with each other as much as possible and these are continually monitored and improved. These include all client support tasks and include both staff and software.

h. We have a process for dealing with errors quickly, honestly, and openly.

3 Relationship Experience

a. Clients and staff understand and can articulate the type of clients, 'our client niche' that we serve best. Clients understand why they are our ideal client

b. We can explain why our service to our clients provides value and our clients understand, appreciate, and value, what we offer

c. Time is always given to actively listen to clients at every opportunity and at every contact

...continued over

Interface

V1.1 (Nov. 2016)
(Reviewed Dec. 2021)

...continued

d. We are interested in all aspects of our clients lives and record and recall their personal interests, preferences, and life goals and ensure that our service is geared towards them

e. We arrange communications that are focussed on clients personal interests as well as their wealth management because life is more than the money

f. We ensure that all staff are engaged to work with us because of their client communication skills. We ensure that they understand our philosophy of client care and apply it at every opportunity.

g. We target an average of 24 client touch points each year per client or client family group in order to keep our clients informed and to demonstrate that they are valued.

h. We seek and act upon feedback from our clients on a regular basis. Feedback is obtained via email survey tools such as Survey Monkey, our website feedback link to Client View, and personalised approaches by email, telephone, and face to face. Feedback is monitored and where improvements are required these improvements are reviewed and further feedback requested

i. We value our clients and we aim to make them feel appreciated at every opportunity

j. All support staff are encouraged to add the 'wow' factor to their client engagement and to develop and continually improve our client's experience.

k. All staff are treated with the same care, respect, and relationship experience, that is provided to our clients

l. Our clients would describe their relationship and engagement with us as both valuable and fun

Our client service policy in practice

Some time ago I made up my mind to only work with 'nice' people. My key values are integrity, compassion, and respect and my clients share similar or compatible values. These people are special and they all deserve special treatment. We treat them all with respect and provide them all with a great relationship experience.

Attitude and philosophy

At every opportunity we show that we care. We listen to our clients and we take time to ensure that we understand what they need.

We exercise empathy, patience and consistency: if a client has lots of questions, chatty or even irate – we ensure that we give them the time, patience and understanding that they need.

We are adaptable and we are willing to change approach, communication, and our process for each client. We treat clients as individuals and we provide them with an individualised personal service. We are aware that their requirements might change at different times and we are continually trying to learn and adapt and improve processes to enhance client service.

All staff take responsibility and see a problem through to its resolution. Our clients appreciate someone who follows through to conclusion and keeps them informed of progress

We are honest and if we don't know the answer we say so. In those cases we endeavour to find someone else who can help and we offer to find information and relay back. Alternatively we may find someone else who can help them and arrange that they talk direct to that person.

We accept the blame and say sorry when mistakes are made and offer to put things right.

We do what we say that we are going to do when we say that we are going to do it.

Application of Service

We return all calls and messages within 48 hours and aim for the same day whenever possible.

When we phone we are aware that some clients may be chatty and others may be in a hurry and we are prepared for both. For example, when we phone we always ask: "is this a convenient time to talk", "would you prefer me to phone back at another time?" and when phoning a mobile ask "are you driving" to ensure their safety.

When talking to clients we are empathic and we practice active listening. To ensure that we have understood we often repeat words back to clients which ensures that everyone is clear about what the client needs.

In our interactions with our clients we agree a list of tasks to be done, we provide a timescale for completion, and we keep clients informed of progress. We always aim to complete the tasks within the stated timescale (or sooner) and we apologise and explain if the agreed timescale cannot be met.

We note our client's communication preferences and use the communication method that each individual client wants. This could be: email, secure message, text, phone, fax, letter (Docmail), or face to face. This includes asking them their preferred time for a call and whether to call them on landline or mobile, etc.

...continued over

V1.1 (Nov. 2016)
(Reviewed Dec. 2021)

...continued

We note our client interests, their holidays, their family, and so on so that we can understand what is important to them. We note their preferences to show that they matter. This includes everything from how they like to be contacted and the time of day that they prefer for calls, to whether they prefer tea or coffee in meetings. Creating the right environment and the right mood and frame of mind is vitally important because if clients feel good about themselves they are more likely to make sensible planning decisions

We are personal: Our clients want access to real people so we have photos and bios on the website and we use photos and social media to show real activity.

We are available: We meet face to face when possible and use Skype when clients are some distance away. We believe that facial contact by physical presence or via Skype adds confidence and trust. We are prepared to contact early in the day or later in the evening – our clients are special and contacting them 'out of hours' is part of our special relationship.

While we all work as a team in the delivery of our client experience we assign specific staff to clients when appropriate in order to provide additional connection. We ensure that the staff member contacts the client on a regular basis and that they record the interchange and report back on the client's needs and feedback.

We ask for client feedback at every opportunity: We can learn more from asking "What did we do wrong" than them telling us what we did right.

If clients are upset, we empathise and listen to ensure that we can put things right. For example: we say things like: "I can see why you feel that way", or "Please take your time to explain how you are upset and I will do all within my power to it right".

Environment

We ensure that we have the resource (staffing) and the business structure (systems and processes) to deliver the desired service.

We aim to be fully organised in everything that we do and we aim to be in control of time management so that client activity is always proactive and never reactive - firefighting is not to be tolerated

We ensure that there is sufficient space in the day to deal with the unexpected because the unexpected always happens.

We use A Customer Relationship Management (CRM) system to record and monitor service standards to show that timescales and reporting are being met.

We continually develop systems and improve software capability to make our client experience better and better.

V1.1 (Nov. 2016)
(Reviewed Dec. 2021