

✓Accomplish



Client experience

Research hypothesis

✓Accomplish
Research and Development

Hypothesis

Premise: Client experience is important

- A positive client experience promotes broader and longer client relationships, and increases client advocacy
- This protects revenue and reduces reliance on expensive asset gathering, which increases financial flexibility
- The opposite is true

Assumptions the research will prove or disprove

1. We are still not getting it right

- a. Beyond investment performance (net of fees), Client Experience is an asset manager's key differentiator
- b. Yet, many firms are not set-up to deliver the promises they make in the prospecting phase

2. This manifests itself in common symptoms

- a. Unnecessary level of 'noise' or actual complaints
- b. Lack of referrals
- c. Sub-optimal spending patterns
- d. Shorter client relationships

3. There are reasons why this can be hard to fix

- a. Lack of firm-wide culture of client-centricity
- b. Lack of standard end-to-end service offering communicated to clients
- c. Lack of accountability and tools to measure ongoing client experience
- d. Narrow dependency on Sales and 'Client Services' teams to solve the problem
- e. Lack of fit-for-purpose client technologies

4. There are solutions

i. Client Experience Health Check

1. Diagnose the Client Experience, its strengths and areas for improvement
2. Establish the case for change

ii. Illuminate a client- centric strategy

1. Consider appetite, rationale and benefits of segmentation
2. Develop a standard end-to-end service offering and exceptions process
3. Identify the changes needed to both deliver and measure it repeatedly and reliably

iii. Kick Start Implementation

1. Measure up and scope out the projects needed to implement the standard service offering
2. Warm-up stakeholders, allocate resources and responsibilities, and get ready for change
3. Plan, sequence and govern the projects