



Wealth Design Client Questionnaire  
Results for 2018  
As of 13<sup>th</sup> December 18



## Process Used

The questionnaire was carried out in three parts, the first being with a small sample who gave their feedback on the questionnaire which was then adapted, based on their feedback. It was then rolled out on a larger scale online for the Directors' clients, for whom we had email addresses. The questionnaire was anonymous.

The final stage was a postal questionnaire for those people for whom we did not have email addresses. With this version we gave people, the ability to include their details and this then gives us the opportunity to respond to feedback.

None of the questions were mandatory, which is why different numbers completed different questions and the feedback has been consolidated from all surveys.

## Overview of the Results

The detailed results and additional comments are included later on in this report and the headline figures for each question are provided here.

- 95% of respondents said Wealth Design either exceed or meet their expectations.
- Clients overwhelmingly said what they valued most from their adviser is that they are knowledgeable which was followed by the importance of having a good working relationship which was followed by honesty and integrity. In fourth place was good (value) advice.
- For the newsletters clients most wants to see markets and the economy, pension stories / information, tax planning / changes and investment performance covered.
- The vast majority of respondents felt communications were clear, but some did mention concerns around using "financial speak"
- More clients would prefer updates via email rather than the post
- The average mark regarding the client relationship with their adviser was 7.9 out of 10. There was one score at 1, 3 at 5 and the majority at 10. There was a total of 50 responses.
- In terms of response times participants expected one working day although a number expressed, they would be happy if they were kept updated and knew it was being looked into. There were a couple of comments about advisers not getting back to clients
- Half the clients said they were satisfied with the care received by Wealth Design with just under half saying they were extremely happy.
- How happy are you with the service received from Wealth Design? The overall average is 9.69/10.
- The top three things on what do you like most about our service? Are personal attention / tailored approach followed by friendly and approachable and thirdly excellent advice.
- In terms of what we could do better there were a number of small things but no overriding trends which would suggest a serious specific issue
- Net Promoter score - this is the key marketing measure of customer satisfaction – 78% are promoters which is very good.

## Question Breakdown

### Delivering a Meaningful Service

60 responses

	No. of responses	Percentage
Exceeds Expectations	29	48.3
Meets Expectations	28	46.7
Fails to meet Expectations	3	5.0



### 3 things you expect from your adviser – combined results

For simplicity these have been grouped together into similar categories.

Requirements	Score
Knowledgeable	27
Good working relationship – helpful, caring, enthusiastic, polite & trustworthy	22
Honesty / Integrity	16
Solid / good (value) advice	14
Up to date and understand future trends	10
Understand my requirements	9
Availability / Accessibility / there where you need to talk	8
Proactive	7
Clarity / Simplicity / good explanations	6
Proactive Contact – e.g. personal contact twice p.a. & regular visits, annual reviews	6
Attention to detail & Efficient	4
Tax knowledge	3
Professionalism	3
Good returns	3
Delivers, value for money	3
Communication skills	3
Experience and talent	2
Efficient	2
Risk advice	1
Openness	1
Pension advice	1
Continuity	1

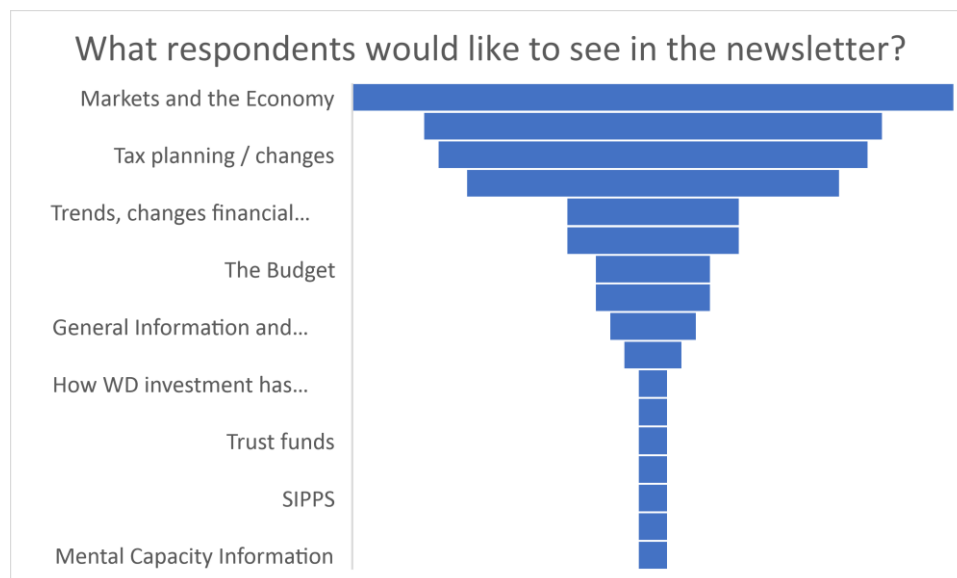


## What information would you find useful within our newsletter?

### Specifics included:

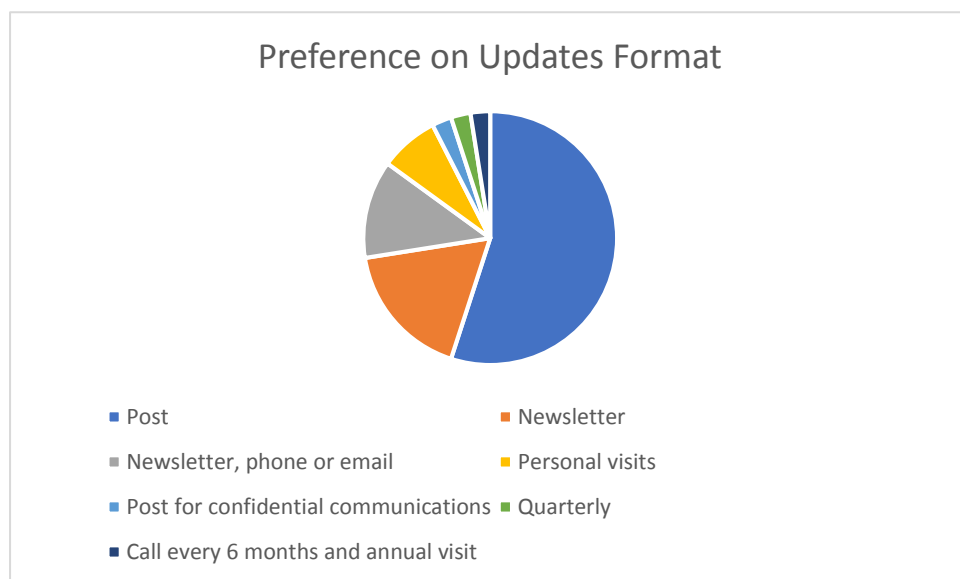
For simplicity these have been grouped together into similar categories.

Preference on Updates	Number
Markets and the Economy	21
Pension stories / information	16
Tax planning / changes	15
Investment performance	13
Trends, changes financial activities that will impact clients	6
Pensions, Budgets, tax planning, markets, and the economy, investments, trust funds	6
The Budget	4
Budget Analysis	4
General Information and considerations e.g. update will	3
WD News and client case studies	2
How WD investment has performed against other financial advisors.	1
How the funds I pay every year are used.	1
Trust funds	1
HMRC Changes	1
SIPPS	1
Property hot spots	1
Mental Capacity Information	1



## How do you prefer to receive your updates?

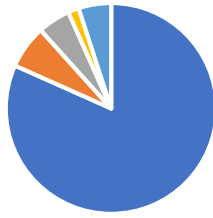
Preference on Updates	Number
Email	27
Post	22
Newsletter	7
Newsletter, phone or email	5
Personal visits	3
Post for confidential communications	1
Quarterly	1
Call every 6 months and annual visit	1



## Are Communications Clear?

Clarity of Communications	Number
Yes	49
No proactive communication apart from newsletter, adviser feedback letter	4
Careful of finance speak, suggestion of glossary	3
Good weighting between industry and firm news	1
Importance of face to face communication	3

## Are communications clear?



- Yes
- No proactive communication apart from newsletter, adviser feedback letter
- Careful of finance speak, suggestion of glossary
- Good weighting between industry and firm news
- Importance of face to face communication

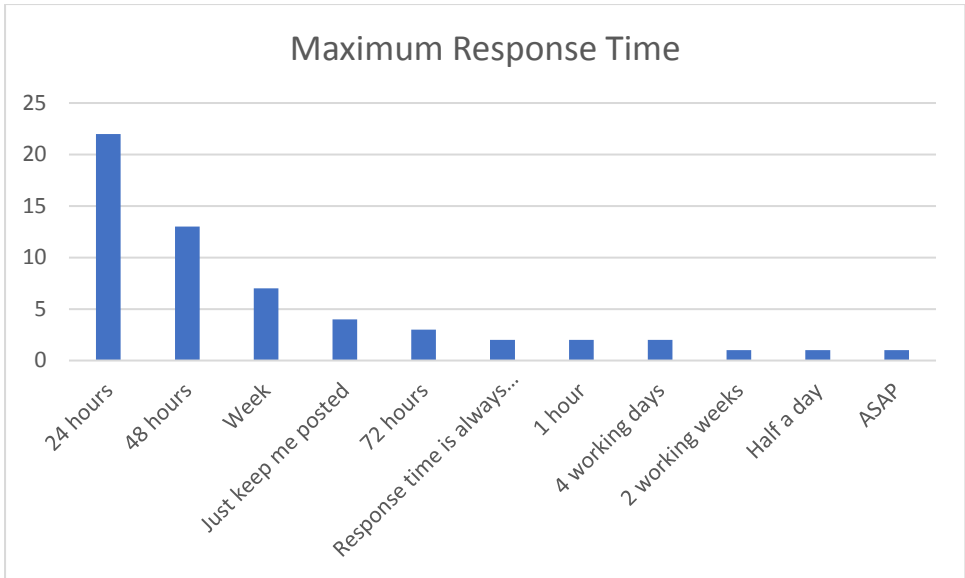
## Maximum Response Time

When you leave us a message or enquiry, whether by email or phone, what is the maximum response time you would expect? The key finding here was that people are prepared to wait as long as they are kept posted and have the confidence that someone is looking into it.

### Insightful comments: How we can standardise an acknowledgement?

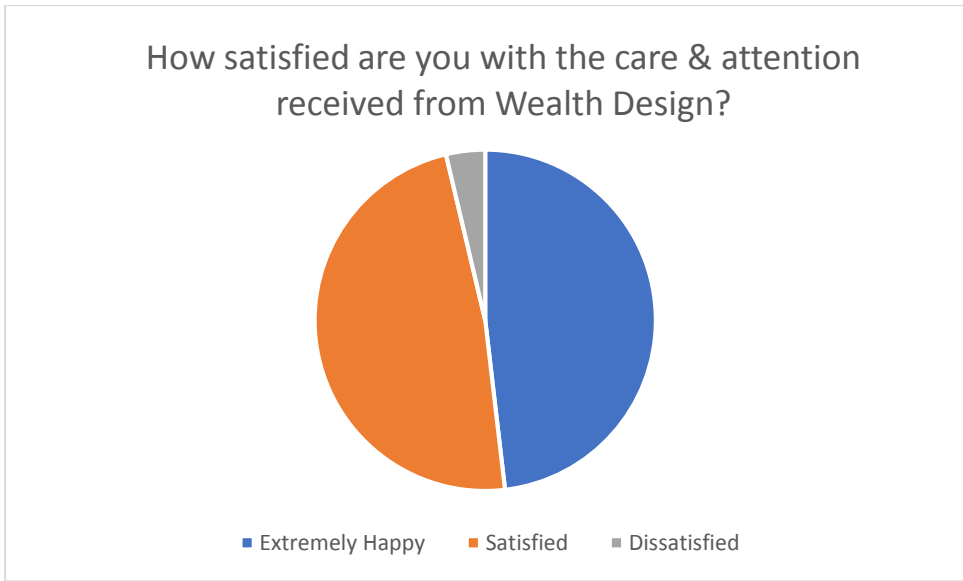
- 72 hours, but quite happy to receive an initial acknowledgement then wait longer
- 24 hours for response, but not necessarily answers.
- 24 hrs for acknowledgement which ideally should provide timescale for full reply
- Receive a response within 24 hours - even if it to tell me that a particular person is, for e.g., out of the office and unable to respond personally until a certain date.
- Five working days even if it is just a holding communication to say that you require more time to look into the matter in detail.

Maximum Response Time	Number
24 hours	22
48 hours	13
Week	7
Just keep me posted	4
72 hours	3
Response time is always excellent	2
1 hour	2
4 working days	2
2 working weeks	1
Half a day	1
ASAP	1



### Do we meet your expectations?

Response	Number
Yes	31
No	3
Generally,	1

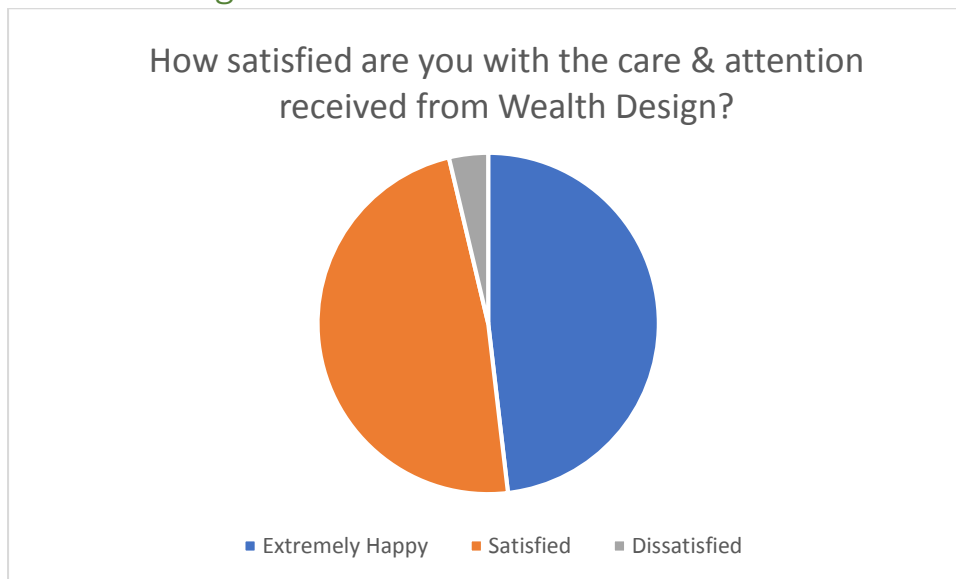


### Client Relationship with your average

The average mark out of 10 was 7.9 with one score at 1, 3 at 5 and the majority at 10. There was a total of 50 responses.



## Are you happy with the level of care and attention you receive from Wealth Design?



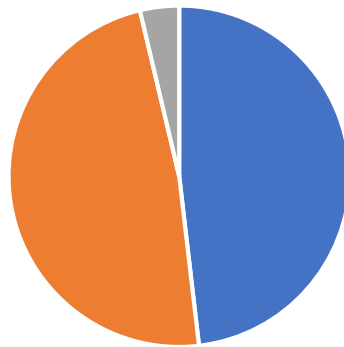
Satisfaction	Numbers
Extremely Happy	12
Satisfied	13
Dissatisfied	1

## How happy are you with the service received from Wealth Design?

The overall average is 9.69 out of 10.

Happy with Service received?	Numbers
10	21
9	12
8	6
7	1
5	1

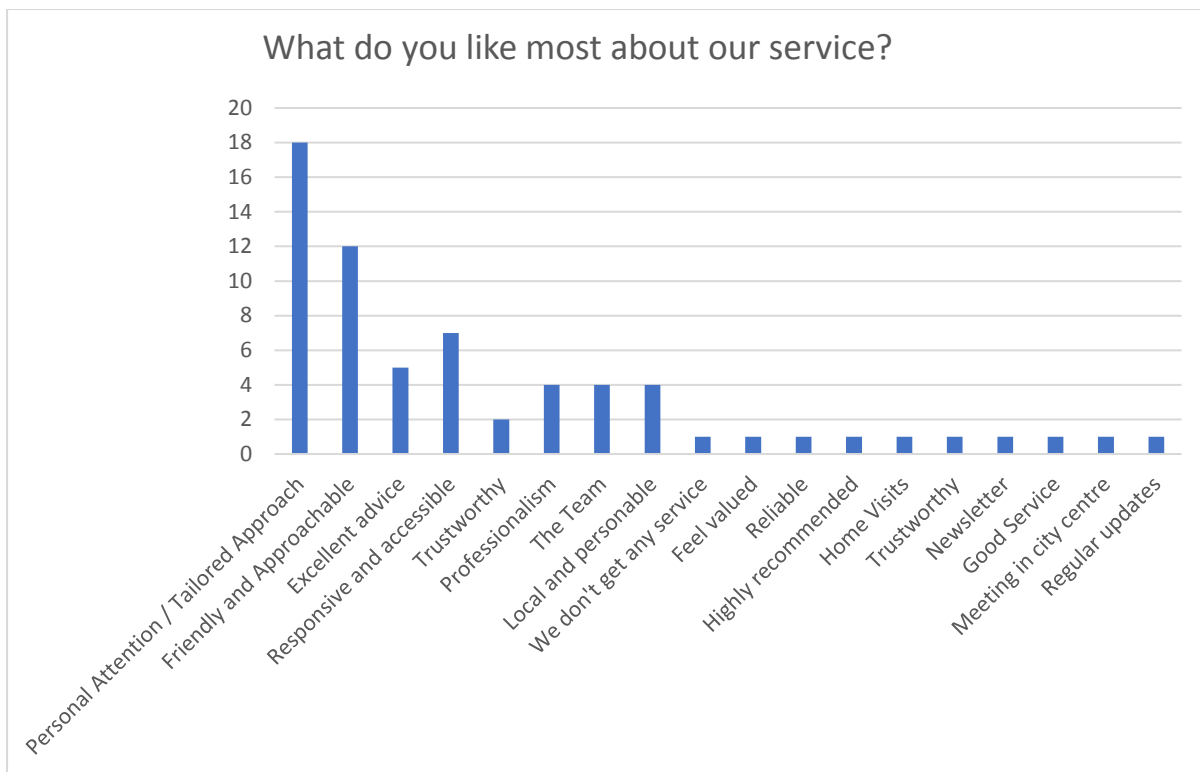
### How satisfied are you with the care & attention received from Wealth Design?



■ Extremely Happy   ■ Satisfied   ■ Dissatisfied

### What do you like most about our service?

Item	Numbers
Personal Attention / Tailored Approach	18
Friendly and Approachable	12
Excellent advice	5
Responsive and accessible	7
Trustworthy	2
Professionalism	4
The Team	4
Local and personable	4
We don't get any service	1
Feel valued	1
Reliable	1
Highly recommended	1
Home Visits	1
Trustworthy	1
Newsletter	1
Good Service	1
Meeting in city centre	1
Regular updates	1



### What could we do better?

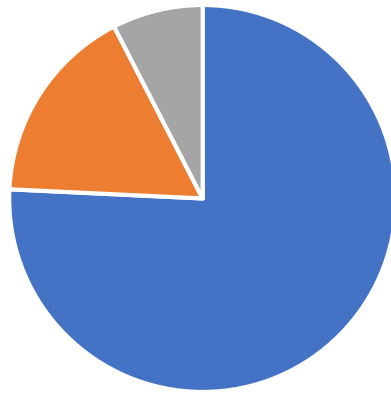
Numbers	What could we do better?
17	nothing
3	make more cash
3	With growth service has declined a little
2	respond to enquiries (phone and email)
2	biannual investment updates
2	Newsletter and more emails
1	more personal contact
1	quarterly phone call
1	annual adviser contact
1	More proactive in arranging meetings
1	Demystify financial jargon
1	communicate in person

### Net Promoter score

This is the key marketing measure of customer satisfaction – 78% are promoters which is very good.

Promoters	50
Passive	11
Detractor	5

### Net Promote Score



■ Promoters ■ Passive ■ Detractor