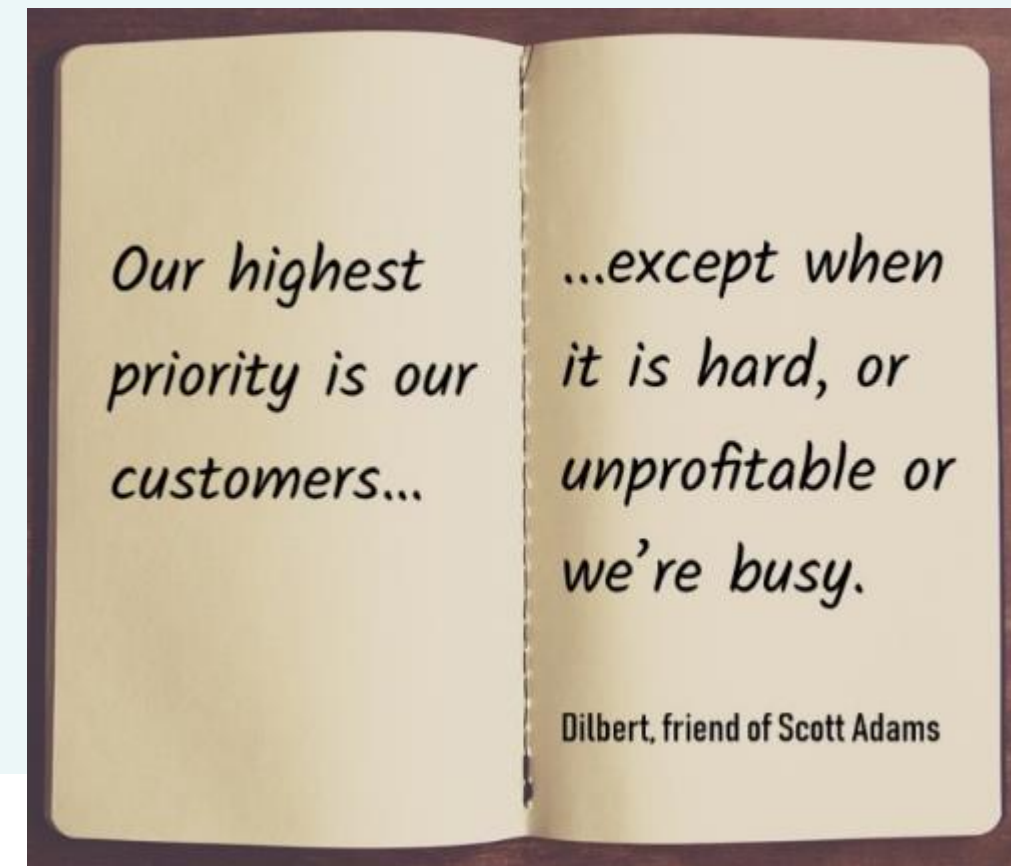
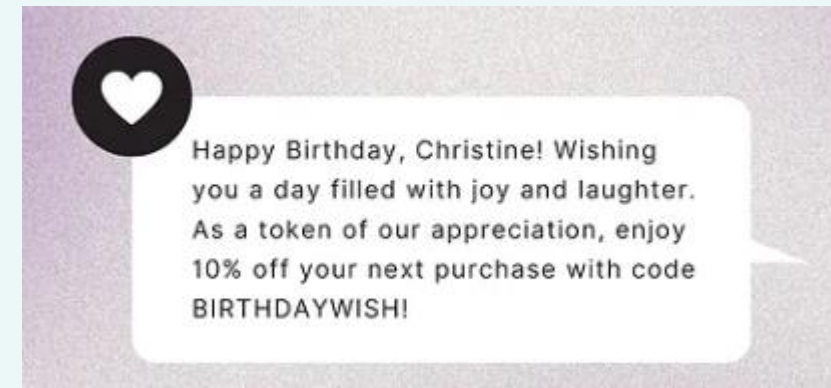
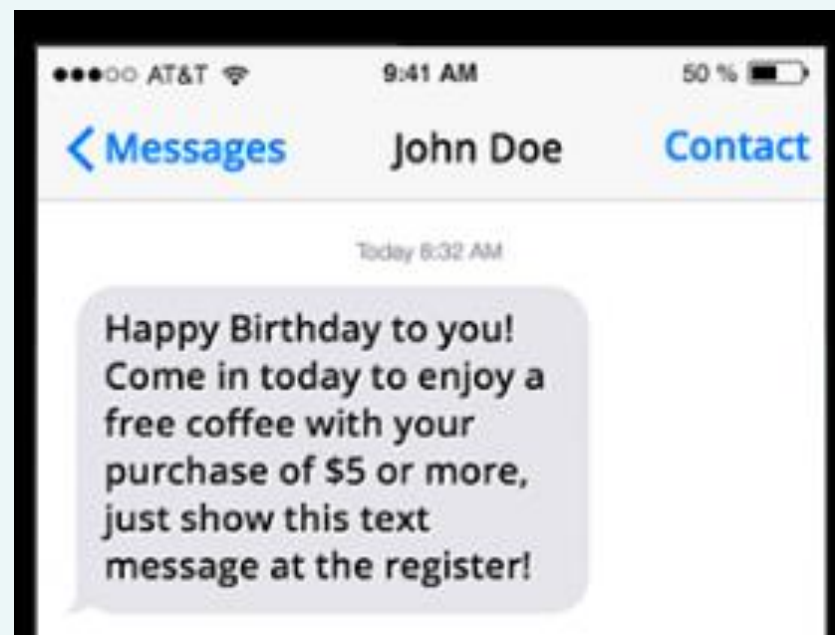


# Amazing Client Service Outcomes By Optimising Your People and Processes





Tuesday, Dec 27, 2022 • 10:13 AM

It's almost your bday Dean! We've sent you a little gift to help make your big day extra special. Check your inbox for more details. From the team at Vintage Cellars. To opt out, send STOP to [0437079115](tel:0437079115).

Monday, Jan 2, 2023 • 12:14 PM

Don't miss out on \$15 off your first purchase at Vintage Cellars. Check your inbox for more details. To opt out, send STOP to [0437079115](tel:0437079115).

Unread

Wednesday, Dec 27 • 10:14 AM

It's almost your bday Dean! We've sent you a gift to make your day extra special. Check your inbox for details - Team VC. Unsub: send STOP to [0437079115](tel:0437079115)

10:14 AM



**CUSTOMER EXPERIENCE**  
RATING CUSTOMER SATISFACTION

Friday, Dec 30, 2022 • 8:30 AM

Happy Bday Dean! As a gift from Bend+Mend reply YES to book your HALF PRICE Physio treatment within the next 7 days! (or STOP to opt out)

Unread

Saturday, Dec 30 • 8:29 AM

Happy Bday Dean! As a gift from Bend+Mend reply YES to book your HALF PRICE Physio treatment within the next 7 days! (or STOP to opt out)

8:29 AM



***We are a client service  
business that delivers  
a professional service***

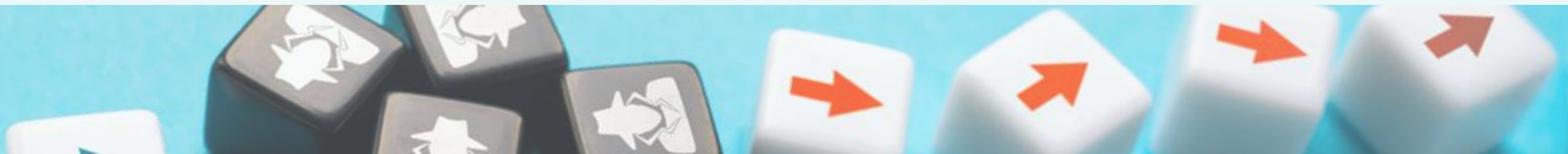


# Why did they Stay?

- **Excellent Communication**
  - Responsive and clear interactions
- **Personalized Advice**
  - Tailored solutions that meet individual needs
- **Trust and Transparency**
  - Open about fees and decision-making processes
- **Consistent Performance**
  - Meeting or exceeding expectations and goals
- **Professionalism**
  - Reliable, punctual, and maintains confidentiality
- **Strong Relationship**
  - Proactive engagement and genuine care
- **Education and Guidance**
  - Helps clients understand options and recommendations
- **Value-Added Services**
  - Offers additional resources or benefits beyond expectations

## Most important customer service traits

- Empathy
- Good listener
- Transparency
- Strong communicator
- Ability to multitask
- Calm under pressure
- Responsive
- Collaborative
- Emotional intelligence
- Creativity
- Customer-first mindset
- Digital literacy



# Why Did you Leave?

- **Poor Communication**

- Unresponsive or unclear interactions

- **Generic Advice**

- Lack of personalized solutions

- **Trust Issues**

- Conflicts of interest or lack of transparency

- **Unsatisfactory Performance**

- Not meeting goals or expectations

- **Unprofessional Behavior**

- Missed commitments or confidentiality breaches

- **Better Alternatives**

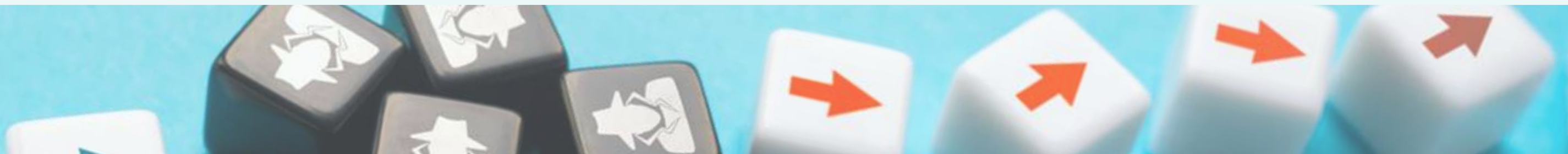
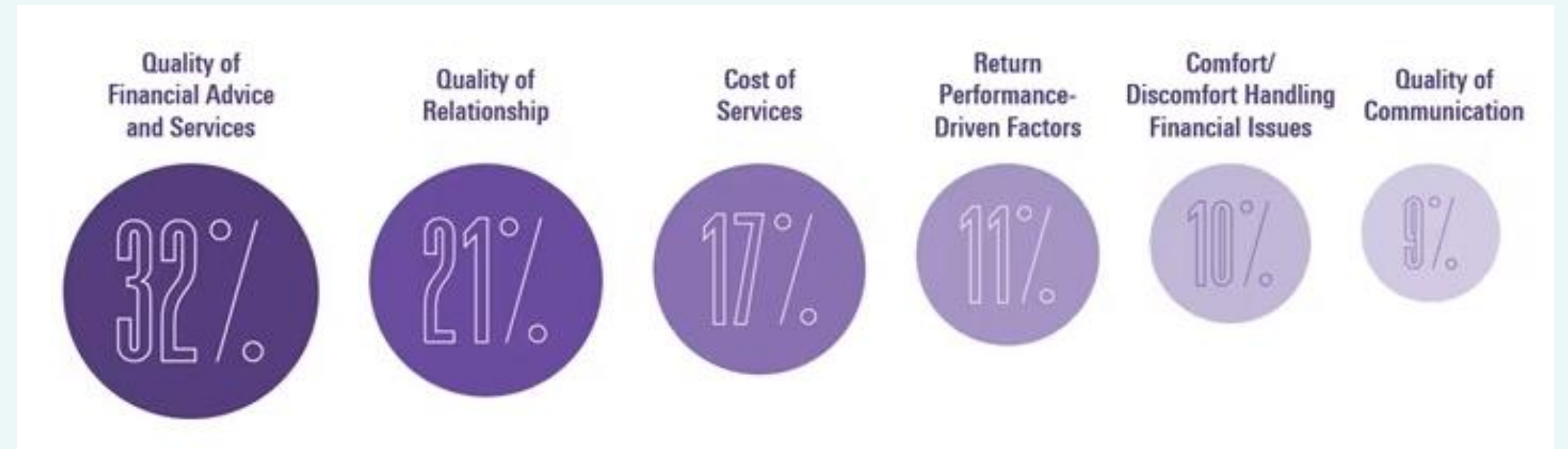
- Competitors offering superior services

- **Neglected Relationship**

- Insufficient engagement or appreciation

- **Lack of Education**

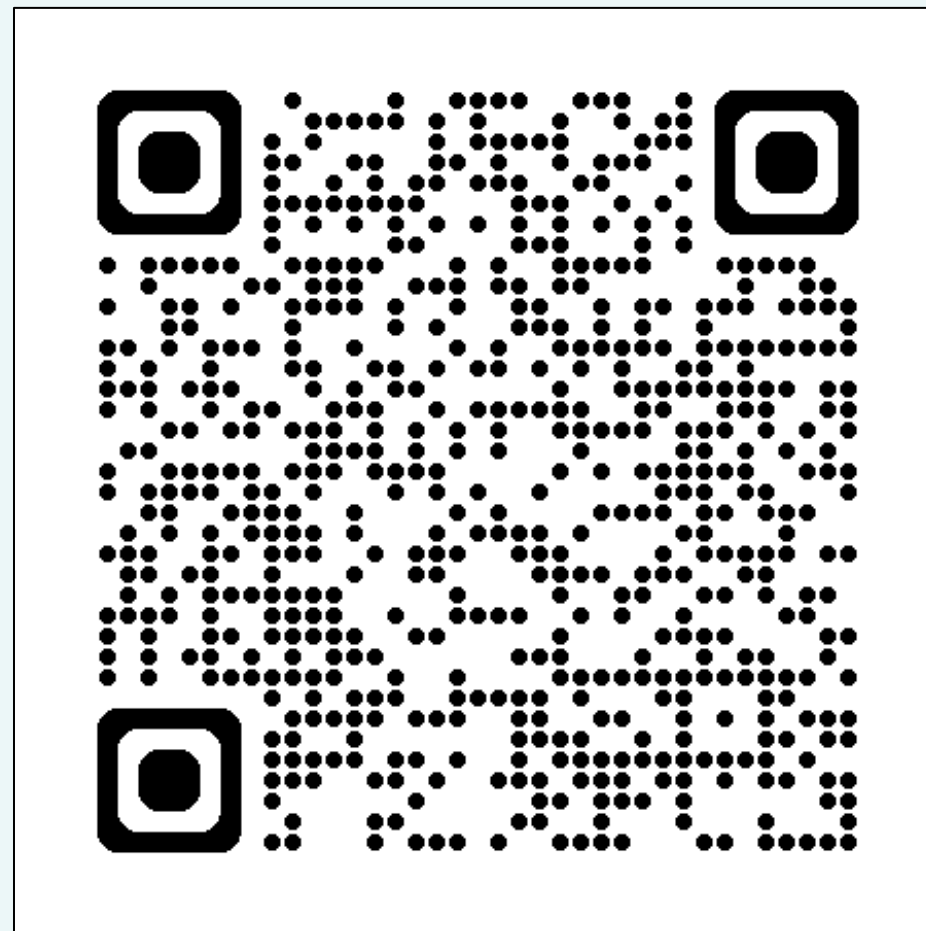
- Failing to explain options and recommendations



# Introduction

## Dean Holmes

- Invest in and coach Financial Planning Business.
- Financial Adviser for 16 years
- The Wealth Network was born from my goal to help business owners improve their profit, time and happiness.



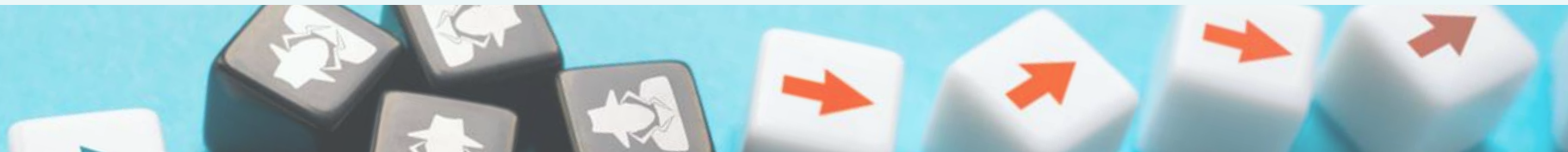
# Agenda

- **Service Audit | What does my client want**
- **Product | Rise of hyper personalisation**
- **People | Empowering great service**
- **Process | Systems to provide great service**



# Services Audit

*What does your  
Client really want?*

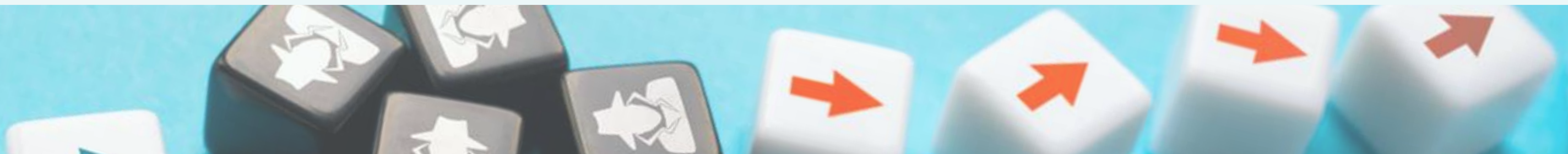




# What does your client value?

- What we think you clients think value vs what they value.
  - BAS lodgement vs knowing they are up to date
  - Tax Returns vs what they owe the ATO
  - Compliance vs Staying on top of your numbers
- Ask your clients 1 question:

*Out of everything we discussed today what was the most valuable...*



# Your Product



Many advisors fall into the trap of “selling the product, not the experience.” No one wants your product. No one wants any product. They want a solution to their problem.

Only talk about the benefits, features, and facts, and you’re missing out on glaring opportunities for engagement.



# Hyper Personalised Advice

A study by **Forbes** found that **20% of CEOs' current duties could be automated**, highlighting that even society's highest-paid roles are not immune to the effects of automation. This study emphasizes the increasing role of automation in leadership functions and its potential to reshape executive responsibilities.

Additionally, a study by **McKinsey** explored the **mindsets and practices of excellent CEOs**, identifying key qualities and approaches that make them most effective. The study offers valuable insights into what separates top-performing CEOs from their peers, focusing on proven strategies for success

A study in the US found that 80 percent of consumers were more likely to do business with a company if it offered well targeted, meaningful, and personalized experiences. More consumers are demanding personalization and have even come to expect it.

No one wants to hear that they're number 52 in the queue.

Customer Service

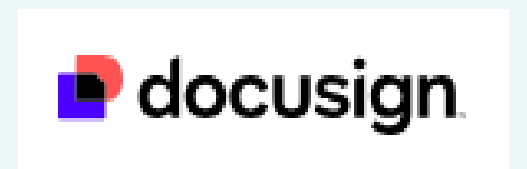
40:27



# Client Experience



- Client Experience will surpass both price and product as the key brand differentiator.
- To the customer, it's all one big team - provide a Seamless Experience
- Create consistency in your processes to create consistency for the customer.



# Case Study

The Service Company that Happens to Sell Shoes.  
Tony Hsieh, Zappos CEO, on Delivering Happiness



## Business problem

How can we increase conversion rates on our site?

How can we lower the number of calls to technical support?

How can we grow our core audience?

## Human problem

How can we satisfy people so they're grateful for our product?

What's the easiest way to help users figure out if our product fits their needs and encourage them to buy it?

How can we keep our product from frustrating users?



# Exercise

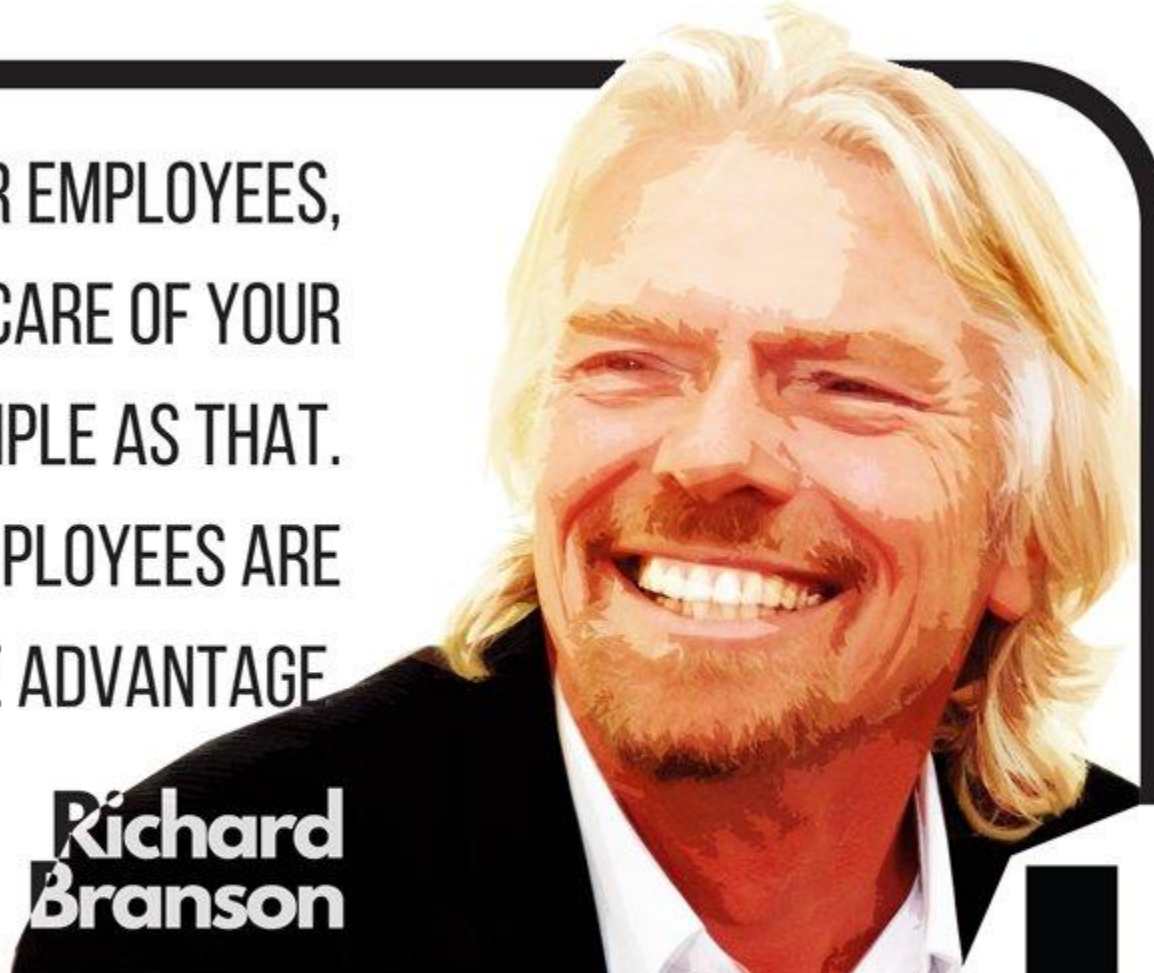
- Thinking about your ideal client what are your current assumptions about their needs?
- How can you validate your assumptions?



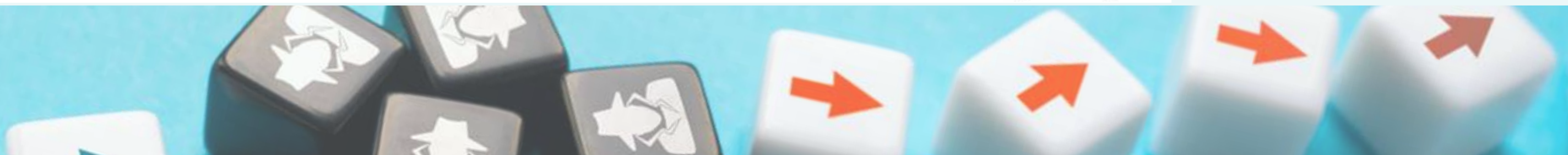
# People

How to structure the people within your business for great service outcomes

“ TAKE CARE OF YOUR EMPLOYEES, AND THEY’LL TAKE CARE OF YOUR BUSINESS. IT’S AS SIMPLE AS THAT. HEALTHY, ENGAGED EMPLOYEES ARE YOUR TOP COMPETITIVE ADVANTAGE ”



**Richard Branson**



# Front Office Back Office

- **You can not have a beautiful front office with a messy back office.... It has to be seamless.**
- Requires careful planning and mapping out of the entire client journey from start to finish to understand where these meet.
- Highlight key role and responsibilities up front.





# Role Xray - Reception

## The Receptionist's Deep Impact on Client Experience

### 1. Empathy and Emotional Intelligence

- **Understand Client Emotions:** Tailor interactions by sensing and empathizing with clients' feelings.
- **Active Listening:** Address unspoken concerns through attentive listening.

### 2. Creating a Comfortable Environment

- **Welcoming Atmosphere:** Warm greetings and friendliness put clients at ease.
- **Manage Expectations:** Transparency about wait times and proactive assistance reduce stress.

### 3. Handling Emotional or Anxious Clients

- **Patience and Calmness:** Composure de-escalates tense situations.
- **Soothing Communication:** Gentle tone comforts nervous clients.
- **Problem-Solving Skills:** Quick resolutions ensure concerns are efficiently handled.

### 4. Empowering Receptionists to Understand Clients

- **Training and Development:** Equip staff with emotional intelligence and customer service skills.
- **Encourage Empathy:** Foster a culture that values genuine client connections.
- **Supportive Work Environment:** Valued receptionists extend positivity to clients.



# Feedback is the breakfast of champions



# Feedback

## 1. Client Surveys

- Use online surveys and feedback forms to gather client impressions.

## 2. One-on-One Interviews

- Schedule sessions to discuss experiences and gather in-depth feedback.

## 3. Client Advisory Panels

- Form select groups of clients for ongoing input on your services.

## 4. Net Promoter Score (NPS)

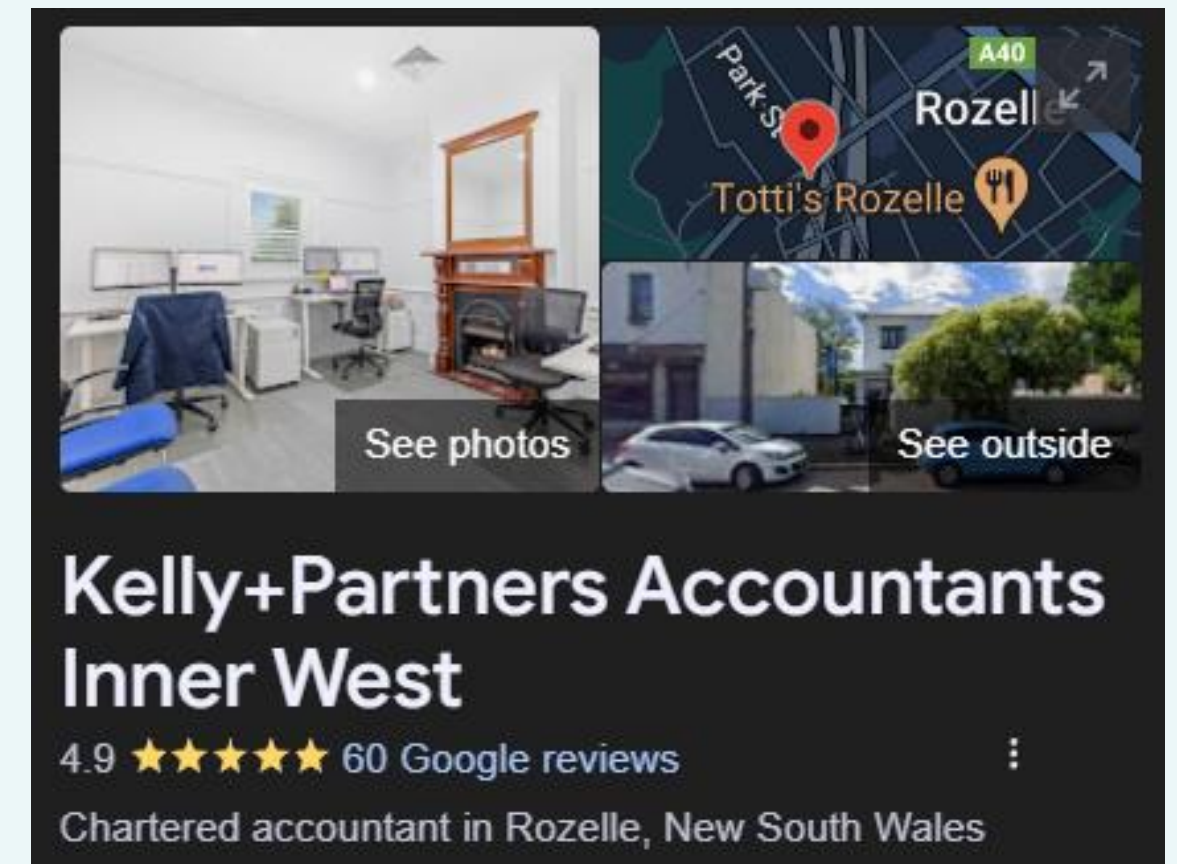
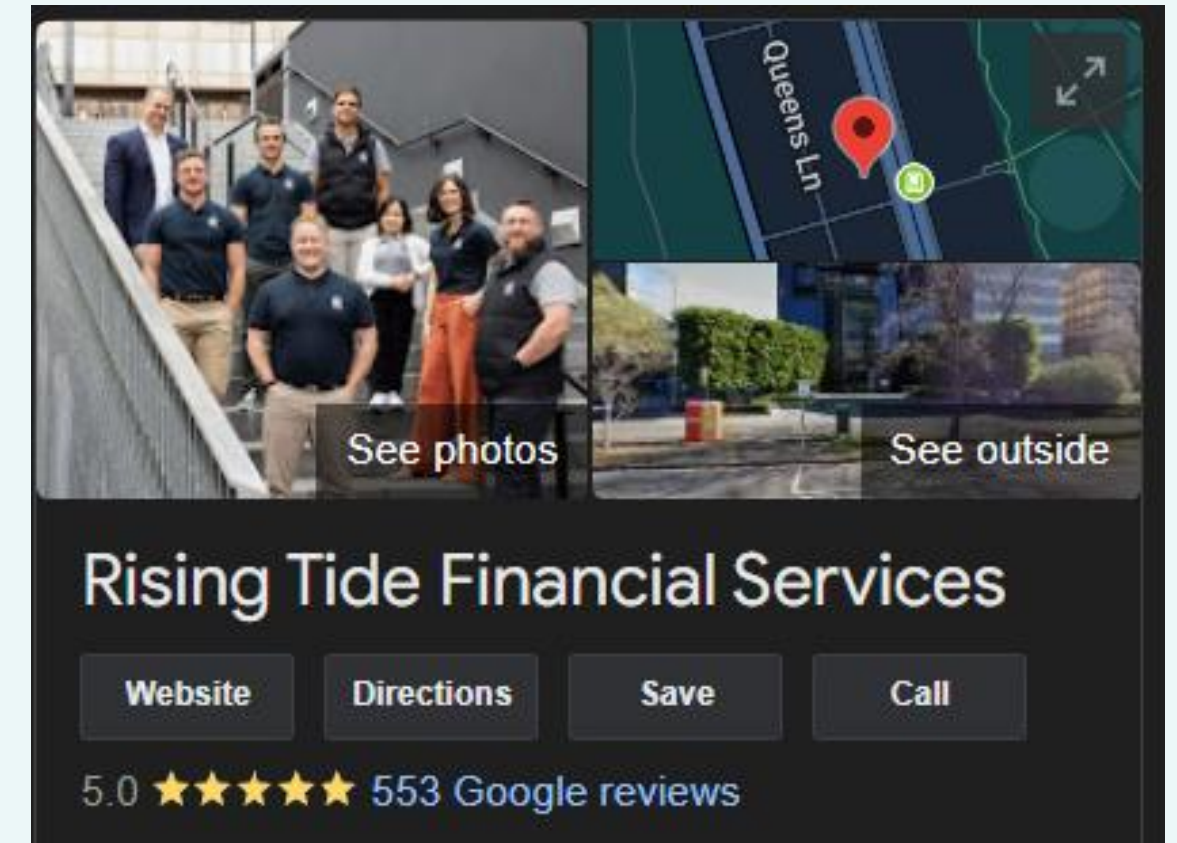
- Ask clients how likely they are to recommend your services on a 0-10 scale.

## 5. Social Media and Online Reviews

- Monitor platforms for mentions and encourage clients to leave reviews.

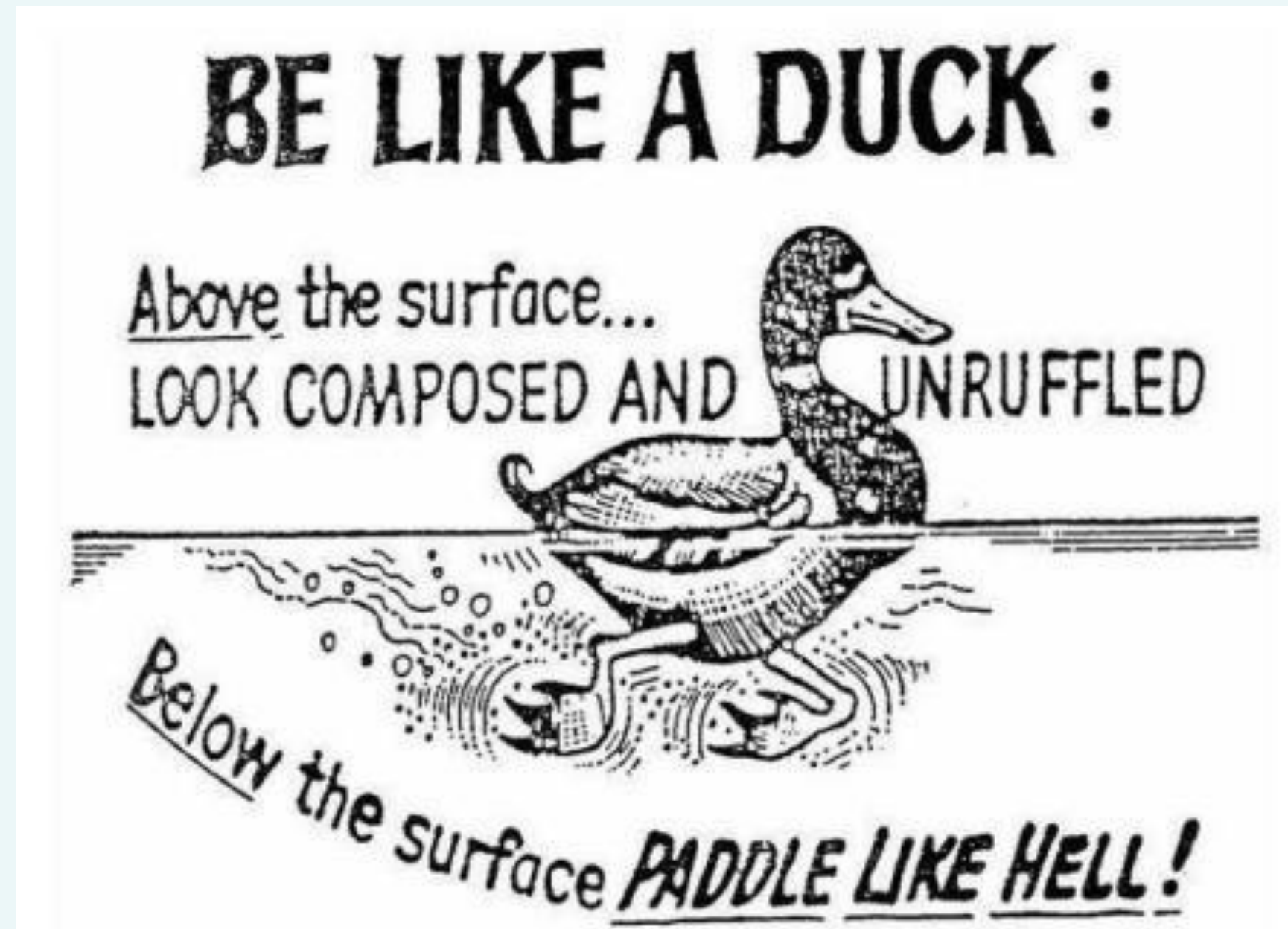
## 6. Third-Party Feedback Services

- Hire independent firms to assess client satisfaction and benchmark performance



# Process

Build processes focused on the client not the ATO



# Customer-Centric Practice: The Empty Chair at Meetings

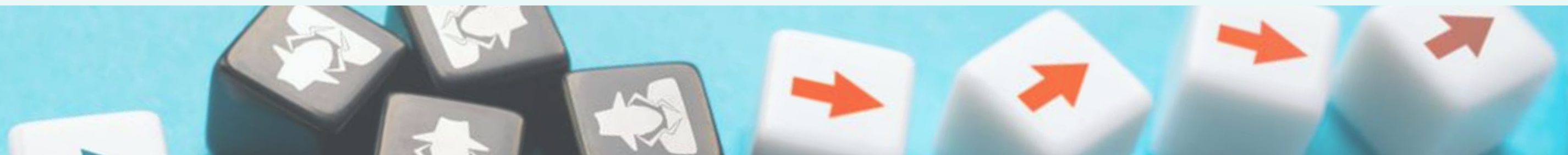
**Amazon** is renowned for its customer-centric culture, and one of the practices that symbolize this commitment is **leaving an empty chair in meetings to represent the customer**. This empty seat serves as a constant reminder to all participants that the customer's needs and perspectives should be at the forefront of every discussion and decision.

- **Purpose of the Empty Chair**

- **Customer Advocacy:** Encourages team members to consider how their ideas and actions impact the customer.
- **Decision-Making:** Acts as a symbolic presence to guide strategies and initiatives towards customer satisfaction.

- **Impact on Company Culture**

- **Empathy Building:** Fosters a deeper understanding of customer experiences and expectations.
- **Innovation Driver:** Inspires teams to develop solutions that genuinely meet customer needs.



# Systemise the Spontaneous

## 💡 Building Flexibility for Exceptional Client Experiences

### • 🌟 Build Flexibility into Systems:

Allow employees the freedom to deviate from scripts when they see an opportunity to surprise customers.

**Guideline:** Offer frameworks for on-the-spot decisions without requiring approval.

### • 🎁 Create a 'Spontaneous Moments' Fund:

Provide teams with a budget to surprise customers (e.g., gifts, upgrades).

**Goal:** Make surprises part of workflows while feeling organic to customers.

### • 🧠 Train for Empathy and Awareness:

Teach employees to recognize opportunities for spontaneous moments.

**Outcome:** More targeted customer delight experiences.



# Standard vs Extras

- **Some clients will push for more**, but you need to create standards with a little flex.
- If “**sprinkles**” are extra and you give them away once, it might be ok, trying to charge after 6 ice-creams... there will be shock!
- The more **visibility you provide** up front the greater the level of transparency and confidence you instill in your clients.



# Empowered via Scripts & Practice

Clients → I **NEED** to speak to Dean...

Dean → Hi Client

Client → I need to update my bank account...

***You:** "Thank you for reaching out today! It would be great to understand the purpose of your call so we can make sure you receive the most helpful support."*

*Could you share a bit more about what you're looking to achieve or any specific concerns? I'm here to assist you, and if needed, I can connect you with the adviser for additional guidance."*





# Client Service Excellence Checklist

-  **Define Your Client Service Vision and Values**
  - Establish a clear vision and values that align the entire organization around exceptional service.
-  **Communicate and Reinforce Standards**
  - Regularly share and reinforce client service standards to ensure consistency across teams.
-  **Train and Empower Your Staff**
  - Provide ongoing training and empower your team to exceed client expectations.
-  **Measure and Reward Performance**
  - Implement performance metrics and reward outstanding client service achievements.
-  **Collect and Act on Client Feedback**
  - Continuously gather client feedback and make improvements based on their insights.



# Questions?



# Thank you!

**Dean Holmes**

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