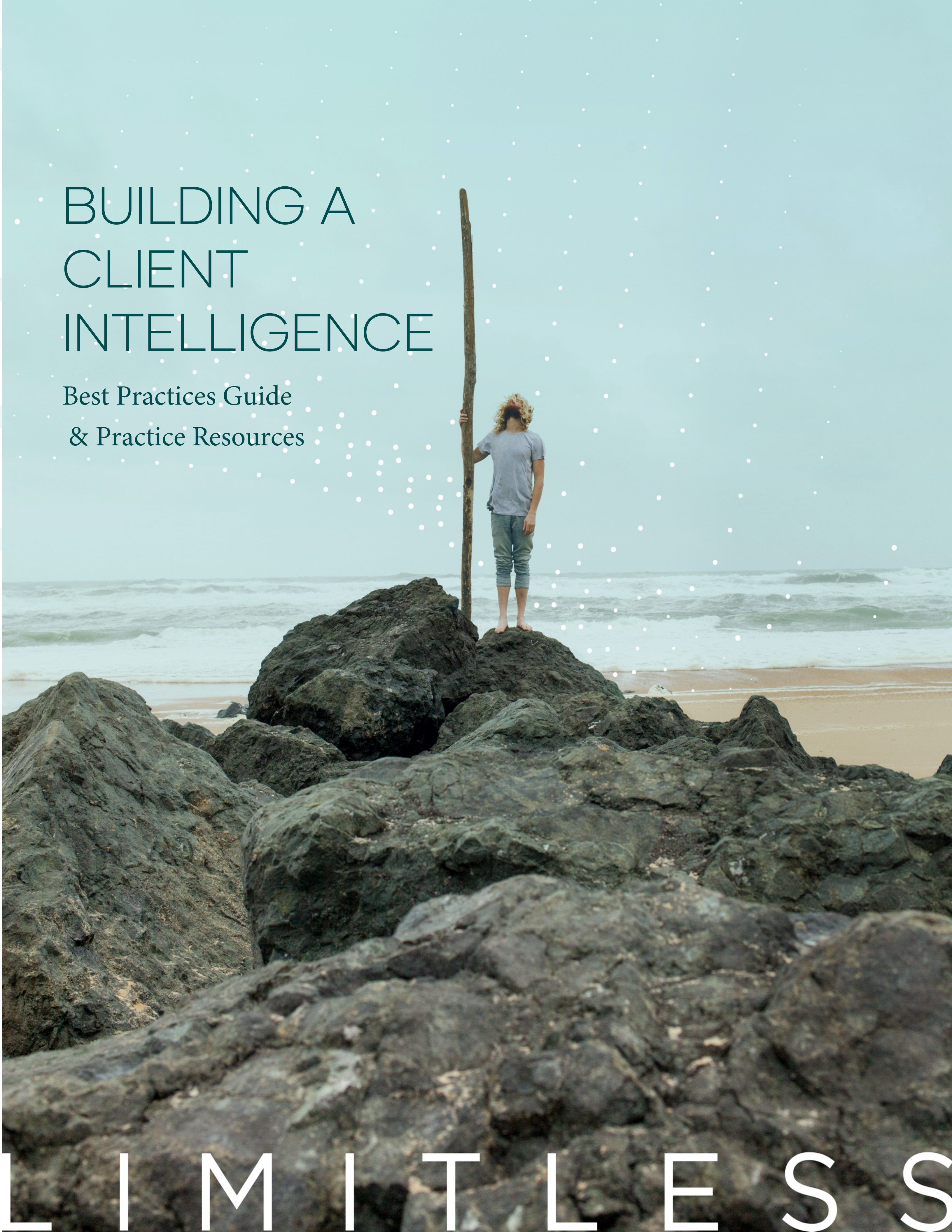
BUILDING A CLIENT INTELLIGENCE

Best Practices Guide
& Practice Resources



LIMITLESS

Know Your Clients

Finding ways to surprise and delight clients means understanding more than their financial situation—you have to know them personally. An exceptional client experience goes beyond just committing important details to memory, it requires that you be fanatical about collecting client intelligence. If you know your client at a personal level and have that information at your fingertips, then you and your team will be able to create a truly memorable experience that is personalized to your client.

CREATE A SYSTEM TO CAPTURE CLIENT INTELLIGENCE

Establish a process for how information is collected and stored, as well as the process owner. First, what are you going to ask the client directly versus gather via your personal interactions with them? Second, what system will you use to collect the data? Decide whether an electronic form, personal conversation or pen-to-paper make the most sense for you and your client.

If you find that you are missing important information about your client, don't hesitate to ask if appropriate. Be sure to review what information is missing before each client interaction to find ways to weave client intelligence into your conversations. For example, include "One Thing I Learned About the Client Today" on your internal client review agenda.

For storing client data, THE best practice is to utilize your CRM system. This ensures that personal details are never forgotten and that others in the firm have access to the information.

EMPOWER YOUR TEAM

Create a culture of experience and build "Client Intelligence Advocates" by training your team to use every interaction and engagement with clients as an opportunity to capture information. Ensure they know the process for documenting information and what types of information (such as the birth of a child, sales of a business) trigger a specialized "Delight Experience."

USE THE INFORMATION TO DELIGHT CLIENTS

If you gather client intelligence, be sure to take action on the information. Define what information is a trigger for a "Delight Experience." These often will involve significant milestones, such as reaching retirement, the birth of a child or the purchase of a home. While thank-you gifts should always be within the compliance gifting limits, an exceptional experience is personalized to the client, particularly when it comes to gifts. It is unlikely that you can buy them something they can't buy themselves, so send a personalized gift and you'll make an impact.

The following pages include a sample Client Intelligence System and Form to use as a starting point to help you gather clients' personal information and important details that will help you to craft and customize the client experience. *Editable versions are available to download on the website.*

Client Intelligence System (SAMPLE)

We don't just collect client information for business purposes; we genuinely care about our clients and the milestones they reach in their lives. It's the little things that matter most and by knowing personal details about our clients we can be sure they feel welcomed, cared about and receive the amazing experience they deserve.

- ✓ New clients must have the Personal, Family, Interests and Likes/Dislikes sections complete prior to completing the onboarding process. The Help Us Get to Know You client-facing version of this form is sent with their welcome email.
- ✓ Prior to each scheduled call or review meeting for a client, their Client Intelligence Profile is reviewed for accuracy and missing information. Important missing information is highlighted to ensure it is captured during the meeting.
- ✓ All client intelligence is stored under the Client Profile section of our CRM system.
- ✓ Everyone is responsible for gathering client intelligence. If you learn something about a client through a conversation, social media or other format it should be placed in the Client Profile section of our CRM system.
- ✓ Everyone is responsible for making clients feel special. If you identify a client milestone or triggering event, bring it to the team meeting to ensure everyone is aware and that we can identify the appropriate follow-up for the client. Below are basic standards we follow:
    - Major milestones & events (i.e. marriage, birth, death, retirement): personalized gift or celebratory event with adviser (within compliance gifting requirements).
    - Referral: personalized thank you gift based on clients' likes, interests or hobbies.
    - Minor milestones (awards, birthdays, anniversary): personal call or note.

Client Intelligence Form (TEMPLATE)

YOUR LOGO HERE

PERSONAL INFORMATION

Name:			
Preferred Name:			
Birthday:			
Married/ Partner:		Anniversary:	
Personal:	What is their personality, emotional persona, relationship to money, etc.		
Career:			
Education:			
Business Name:			
Total Net Worth:			

FAMILY MEMBERS

Provide the list of immediate/important family members. Consider also including pets as many people consider them members of their family.

Name	Relationship	Birthday	Notes

Are there any unique family dynamics or history we should be aware of?

CELEBRATIONS & MILESTONES

List relevant celebrations and milestones that have or will occur for the client and/or their family members. If the event is significant enough, include the gift / what we did for the client.

Who	What	When	What we did?

INTERESTS, HOBBIES AND PASSIONS

What are their preferences, interests, hobbies and dislikes?

LIKES & DISLIKES

What are their preferences, interests, likes and dislikes? Consider things like favorite book, favorite store, favorite...anything. Be sure to capture dislikes as well.

Likes / Favorites	Dislikes

SOCIAL MEDIA

Are we friends with them on any of the below social media channels?

- ☐ Instagram
- ☐ Facebook
- ☐ LinkedIn
- ☐ Twitter

REFERRALS PROVIDED

Name	Status	Information
1.		
2.		
3.		
4.		
5.		
6.		

POTENTIAL CONNECTIONS / OPPORTUNITIES

Name	Status	Information
1.		
2.		
3.		

4.
5.
6.