Client Satisfaction Surveys:

Gather feedback, improve your service and build your business

Ideas that Build Loyalty

Is there a gap between how you perceive your clients' satisfaction and how your clients actually feel about your service? When it comes to turning your clients into advocates, understanding how well you're performing in your clients' eyes can go a long way toward assuring retention and generating referrals. In fact, as a service provider, client satisfaction is the key to your long-term success.

Incorporate an annual client satisfaction survey into your communications strategy. This will help you measure your clients' perceptions of your service, monitor their changing needs and create a systematic approach to asking for referrals from your satisfied clients.

According to the Harvard Business Review, surveyed clients are *three times more likely* to open new accounts and add assets, while being *50% less likely* to defect.

They also may be more likely to provide quality referrals. And if for some reason clients are dissatisfied, you'll know the areas you need to improve on.

Sample Letter Asking Clients to Participate in Satisfaction Survey

Date

Client Name
Client Address
City, State, Zip

Dear [insert client name]:

As your financial advisor, my first priority is to provide you with personal service and financial advice that hopefully meets or exceeds your expectations.

To help determine how well I'm doing in achieving these objectives, I'm asking all my top clients to please take 5-10 minutes and complete the enclosed survey.

Thank you in advance for your assistance with this survey. Your feedback is very important and will help me provide even higher levels of service to you in the future.

Please don't hesitate to call me if you have any questions.

Sincerely,

[Insert your full name and title]
[Insert your BD name or DBA]

(Check with your home office for required disclosures)

Please check with your broker/dealer before using this sample letter and survey.

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SunAmerica Mutual Funds

Sample Client Satisfaction Survey

In order to better meet your investment needs and to enhance the quality and effectiveness of our products and services, we have integrated the use of a survey into our practice. This brief survey allows us to gain insight into the strengths of our practice, as well as to pinpoint areas for improvement. Our goal is to continue to offer you the best possible product selection and the highest levels of customer service. As our valued client, we sincerely appreciate you taking a few minutes to complete this survey.

Overall Satisfaction

1. **How would you rate the following aspects of our practice?**

Ability to meet your financial needs and objectives	Excellent	Good	Adequate	Poor	NA
Quality of our investment products and services	Excellent	Good	Adequate	Poor	NA
Level of our customer service	Excellent	Good	Adequate	Poor	NA
Ability to communicate clearly and effectively	Excellent	Good	Adequate	Poor	NA
Professionalism of our staff members	Excellent	Good	Adequate	Poor	NA

Financial Needs

2. **How would you rate our effectiveness in meeting your financial needs and goals?**

Taking the time to understand your financial needs	Excellent	Good	Adequate	Poor	NA
Evaluating your risk tolerance, investment time horizon and other investment concerns	Excellent	Good	Adequate	Poor	NA
Working with you to set appropriate financial goals	Excellent	Good	Adequate	Poor	NA
Providing you with products and services that meet your needs and can help you achieve your goals	Excellent	Good	Adequate	Poor	NA

3. **What are the most challenging financial concerns you currently face and how well are we addressing them?**

4. **Are there financial concerns, issues or events that we have not yet addressed?**

☐ Yes ☐ No If yes, what are they and how can we help?

Investments

5. **How would you rate your satisfaction with the investments recommended by our practice?**

Performance of your investments	Excellent	Good	Adequate	Poor	NA
Level of risk associated with your investments	Excellent	Good	Adequate	Poor	NA
Understanding of the investments you own	Excellent	Good	Adequate	Poor	NA
Effectiveness of the features or benefits offered in your investment	Excellent	Good	Adequate	Poor	NA

6. **Which investments in your portfolio have met or exceeded your expectations?**

7. **Are there any investments in your portfolio with which you are unhappy?**

☐ Yes ☐ No If yes, what are they and why are you not satisfied?

Communications

8. **How do you rate our ability to communicate with you?**

Keeping you informed on the progress of your investment portfolio	Excellent	Good	Adequate	Poor	NA
Communicating complex investment ideas and other financial information in a clear and effective manner	Excellent	Good	Adequate	Poor	NA
Keeping you up to date on how market conditions and trends affect your investment portfolio	Excellent	Good	Adequate	Poor	NA
Providing you with education that can help you invest better	Excellent	Good	Adequate	Poor	NA

9. **How frequently would you like to be contacted by our practice?**

☐ Monthly ☐ Quarterly ☐ Semiannually ☐ Annually

10. **With what method would you prefer that we communicate with you?**

☐ Phone ☐ Email ☐ Face-to-face ☐ Other:

Staff

11. **How would you rate the quality of service of our staff?**

General courtesy of staff members	Excellent	Good	Adequate	Poor	NA
General staff knowledge	Excellent	Good	Adequate	Poor	NA
Proper phone etiquette	Excellent	Good	Adequate	Poor	NA
Promptness in dealing with any issues or concerns	Excellent	Good	Adequate	Poor	NA
Ability to handle questions or requests	Excellent	Good	Adequate	Poor	NA
Overall service rating	Excellent	Good	Adequate	Poor	NA

Closing Comments

12. **Based on our performance, how likely is it that you will refer our practice to family and friends?**

☐ Certain ☐ Very likely ☐ Somewhat likely ☐ Unlikely ☐ Will not refer

13. **We would appreciate any additional suggestions regarding how we could improve our products and services. Thank you again for your time!**

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