



Financial Planning

Independent Financial Advisers

Service Standards Report 2015

Presented By:
Peter Dixon



Background

- ▶ We have been sending feedback questionnaires to our clients since 2009.
- ▶ All responses are collated and archived.
- ▶ Our focus so far has been internal; making sure we are getting our compliance responsibilities right.

Background

- ▶ We also ask questions about our client's satisfaction, and as long as they are happy we have just saved the responses along with the rest of the data.
- ▶ But what if we took a closer look....?



Background

- ▶ Our feedback questionnaire has eight questions, and provides space for additional comments.
- ▶ Four of the questions are about customer service.



Background

- ▶ That's right, only four questions, but they can tell us a lot about how we are doing as a firm, and what our client's think of us.

The questions

- ▶ *Were our staff courteous and efficient?*
- ▶ *Did the speed of our responses meet your expectations?*
- ▶ *Would you recommend us to your friends?*
- ▶ *Did you feel you received value for money?*

The questions

- ▶ We have also used the average of these answers to calculate a fifth score, which we have called the *overall satisfaction rate*.
- ▶ So what did our client's say about us...

The data

All
responses

Questionnaires issued	Replies received	Response rate
557	229	41%

Question	% of clients who said yes
Were our staff courteous and efficient?	100%
Did the speed of our responses meet your expectations?	97.4%
Would you recommend us to your friends?	98.3%
Do you feel you received value for money?	97.4%

Overall satisfaction rate:
98.3%

BBi

The data

2014

Questionnaires issued	Replies received	Response rate
88	34	37%

Question	% of clients who said yes
Were our staff courteous and efficient?	100%
Did the speed of our responses meet your expectations?	97.1%
Would you recommend us to your friends?	97.1%
Do you feel you received value for money?	92.4%

Overall satisfaction rate:
96.7%

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The data

2013

Questionnaires issued	Replies received	Response rate
89	36	40%

Question	% of clients who said yes
Were our staff courteous and efficient?	100%
Did the speed of our responses meet your expectations?	100%
Would you recommend us to your friends?	100%
Do you feel you received value for money?	97.3%

Overall satisfaction rate:
99.4%

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The data

2012

Questionnaires issued	Replies received	Response rate
105	39	37%

Question	% of clients who said yes
Were our staff courteous and efficient?	100%
Did the speed of our responses meet your expectations?	97.5%
Would you recommend us to your friends?	100%
Do you feel you received value for money?	97.5%

Overall satisfaction rate:
98.8%

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The data

2011

Questionnaires issued	Replies received	Response rate
115	41	36%

Question	% of clients who said yes
Were our staff courteous and efficient?	100%
Did the speed of our responses meet your expectations?	92.5%
Would you recommend us to your friends?	95.2%
Do you feel you received value for money?	100%

Overall satisfaction rate:
97%

The data

2010

Questionnaires issued	Replies received	Response rate
127	65	51%

Question	% of clients who said yes
Were our staff courteous and efficient?	100%
Did the speed of our responses meet your expectations?	100%
Would you recommend us to your friends?	98.5%
Do you feel you received value for money?	98.5%

Overall satisfaction rate:
99.3%

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Summary

- ▶ But what about those comments?



This is a selection of comments we have received since we began this exercise...

“Excellent service.”

–Mr J P

“I would recommend Trevor Poulter to anyone requiring service.”

–Mr R C

“Very good service”

–Mr F B

“Peter French has explained his suggested plans to me extremely well for which I have been very grateful.”

–Mrs O P

“Felt service was very professional and would recommend to friends and family.”

–Ms V L

“All staff were very helpful and most pleasant to talk to.”

–Mr L S

“Greatly appreciated time PF spent with client explaining everything and his support through the difficult time of husband’s death.”

–Mrs S F

“Mr P Dixon and M Gee were very helpful and explained in detail. I would recommend them to friends.”

–Mrs D S

“Trevor Poulter is very helpful and would recommend him to my friends.”

–Mr G J

“Peter French was very helpful and knowledgeable and understanding of us OAPS.”

–Mr D L

“We have been dealing with Trevor Poulter for many years. He is a credit to your company, good at his job and with a delightful manner. Cherish him!”

–Mr E F

“I was given as usual excellent service by Trevor Poulter.”

–Mr A W

“Very clear and useful meeting – Thank you.”

–Mr G S

Oh wait, there's more...

"As always friendly, reliable and dependable."

-Mrs G W

"TP has helped us in matters financial for many years. He is unfailingly helpful, dependable, reliable and a pleasure to do business with."

-Mrs R L

"Very informed and objective advice received from Trevor Poulter. Highly appreciated. Good personal service."

-Mr M P

"From start to finish I was extremely satisfied."

-Mr M P

"Excellent."

-Miss G J

"Peter was excellent and gave a clear 'layman's terms' explanation of how pensions work!"

-Mr M C

"The friendly and professional way in which my pension was handled was exemplary. Thank you. I was pleased with the results."

-Mr R B

"Request, quotes always followed up and dealt with well. Trevor Poulter is very helpful."

-Ms R L

"Excellent. Many thanks."

-Mr G P

"Excellent, solid advice. Thank you."

-Mr M B

"Don't know if received value for money. As I'm very much new to all this I find the set-up hard to understand, but was pleased with assistance I received."

-Mr P D

"Peter French is very helpful and does a very good job."

-Mrs M W

"I feel treated as an individual Mr French is patient with my questions and explains in my language."

-Miss M H

"I was kept informed and felt that any questions were answered quickly and clearly - most satisfactory."

-Mr T F

Comments

And some more...

"I was kept informed and felt that any questions were answered quickly and clearly – most satisfactory."

–Mr T F

"Good, Helpful advice from Trevor. Many Thanks."

–Mr F J

"Having dealt with Martin Gee for more years than we both like to remember I can only offer my thanks."

–Mr M F

"I continue to be very happy with the service Berns Brett provides and impressed by the professionalism displayed by the directors and their staff."

–Miss K S

"Thank you for all your excellent service we could not have done it without you."

–Mr P J

"Trevor Poulter was very patient & answered all our queries full + honestly. We hope to have a long and fruitful association with your firm. Best wishes."

–Mr E S

"No comments – fully satisfied with all services."

–Mr N F

"I have been very pleased with the service so far. The discussions I have had have helped me to understand the issues and I have always had very satisfactory answers to questions."

–Mr R P

"Trevor Poulter 1st class as usual."

–Mr G C

"I'm very pleased with the service I received."

–Mr C H

"Always received good advice Trevor very professional."

–Mr C O

"As always, I am very happy + appreciate the professionalism shown to me. Thank you."

–Mrs S N

"I found your staff and services very efficient and most helpful."

–Mr C H

Comments

And a few more...

“Very happy with all the assistance received, from all the members of the staff specifically Trevor Poulter.”

–Mrs L T

“Very pleased from start to finish with the way this transaction was carried out.”

–Miss J C

“Many thanks to the two "Peters" for their assistance!”

–Mr M D

“Thank you for your service.”

–Mrs C R

“For the 1st time I was able to understand about my pension.”

–Mr G R

“Polite and efficient – as always.”

–Mr J W

“A pleasure to deal with.”

–Mrs B W

“I have found Trevor's service to be excellent as always. He is a credit to your company.”

–Mr A W

“Excellent service and patient help in order to understand the complex world of pensions.”

–Mrs M D

“Thank you for your excellent help. Trevor Poulter was extremely efficient & helpful.”

–Dr N G

“Excellent service!”

–Mr R C

Comments

But you can't please everyone.

“...the whole transaction was smooth and easy. The only downside was a long drive to your offices!”

–Ms B S

(This client lived within 15 miles.)

It's worth the drive though





Summary

- ▶ BBi's mission statement is to “*provide service levels that are the envy of our competitors*”.
- ▶ Based on this data we have achieved this, and I am confident we can maintain this in the coming year.

