

THE 6 BIGGEST
CLIENT EXPERIENCE
MISTAKES
ADVISORS MAKE
(AND HOW TO
FIX THEM)

ABSOLUTE
ENGAGEMENT

www.absoluteengagement.com

The 6 Biggest Client Experience Mistakes Advisors Make...

1. We design the experience to satisfy everyone.

Do you know exactly who your client experience is designed to support?

2. We build the house before laying the foundation.

Is your client experience built on a strong and profitable foundation?

3. We focus only on driving satisfaction.

Does your client experience (really) set you apart?

4. We focus on the outcome but not the process.

Are you delivering on your promises consistently and efficiently?

5. We assume our clients will understand the value we deliver.

Do you communicate what clients can expect and what they have received?

6. We don't measure impact.

Do you measure your value and impact over time?

...And How to Fix Them



1

THE MISTAKE

We design the experience to satisfy everyone

THE FIX

Design the client experience around your ideal client



THE STEPS

Define your niche or ideal client

THE DETAILS

Clearly define a niche or ideal client and map out, in detail, his or her challenges, needs and preferences. Build your experience around that individual or key client segment.



2

THE MISTAKE

We build the house before laying the foundation

THE FIX

Build your client experience on a strong and profitable foundation



THE STEPS

THE DETAILS

Segment clients based on value

Segment your clients using a model that fully reflects current and future client value, is up to date and includes both the direct and indirect value clients bring to the business.

Define your offer, by segment

Clearly define your offer so that the scope of service that clients receive reflects the value of the relationship (including frequency of contact, the services you provide, the education or appreciation activities you will deliver or the platforms you will use).

Assess capacity and profitability

Assess your team's capacity, in order to understand if you have the resources to deliver on the service goals you have set and the time required to deliver on those goals across team members. Then assess profitability (at the client level), incorporating both time costs and other costs associated with delivering on your service goals.

3

THE MISTAKE

We focus only on driving satisfaction

THE FIX

Craft a client experience that truly sets you apart (because satisfaction does not)



THE STEPS

THE DETAILS

Co-create the client experience

Actively involve your clients to understand what an extraordinary client experience looks like through their eyes. Ask them to describe the experience that has had the greatest impact and to define the value you deliver, in their words.

Map out the client journey

Create a client journey map that outlines the specific stages your clients go through, from the point at which they realized they needed help through working with you and your team. Consider what clients are thinking, feeling and doing at each stage to help you uncover opportunities to support them in more innovative ways.

Create a client communications plan (that reflects the client journey)

Create a client communications plan that is specifically tailored to reflect the unique needs of your niche/ideal client and link that plan to each stage of the client journey.

Structure the business around your ideal client

Ensure that the unique needs of your niche/ideal client are reflected in the way you have structured your business (e.g., technology, skills, partnerships, digital presence).

4

THE MISTAKE

We focus on the outcome but not the process

THE FIX

Map out a plan to ensure your client experience is delivering consistently and efficiently



THE STEPS

Define core processes

THE DETAILS

Identify the core processes and procedures associated with your client experience and design workflows or checklists to allow you to deliver your client experience in a more automated manner.

5

THE MISTAKE

We assume our clients will understand the value we deliver

THE FIX

Reinforce what you deliver to clients through your client experience



THE STEPS

Manage client expectations

THE DETAILS

Clearly and formally communicate your client experience to clients so that they know what to expect and review what you have delivered (and the impact for the client) at least once a year.



6

THE MISTAKE

We don't measure impact

THE FIX

Measure the impact of your client experience



THE STEPS

Gather client feedback

THE DETAILS

Implement a process to measure your success in engaging clients on an on-going basis (e.g., client feedback) and to understand if their needs or preferences are changing.



We're Here to Help

We believe an extraordinary client experience starts with gathering direct input from your clients.

Absolute Engagement helps you gather input from clients to evolve the client experience, identify unmet needs, increase referrals and drive active engagement.

[Click here to learn more about our Client Insights program.](#)

[Click here to schedule a live demo.](#)

If you have questions, contact support@absoluteengagement.com

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