CARSON COACHING

Client Survey Sample Questions

Select questions from the list below to create your own client survey – don't feel the need to ask them all, only those which are important to your firm and your priorities.

1 **Net Promoter Score: How likely is it that you would recommend [firm name] to a friend or colleague?**

Scale 0-10, with 0 - "Not at all likely"; 5 - "Neutral" and 10 - "Extremely likely"

For reference:

- Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

2 **How would you rate the value you received from your most recent review meeting?**

Scale 0-7, with 0 - "Not at all valuable"; 4 - "Neutral" and 7 - "Very valuable"

3 **How would you rate your satisfaction with phone calls and other communications from your advisor?**

Scale 0-7, with 0 - "Very unsatisfied"; 4 - "Neutral" and 7 - "Very satisfied"

4 **How would you rate your satisfaction with our follow-through on recommendations made in meetings?**

Scale 0-7, with 0 - "Very unsatisfied"; 4 - "Neutral" and 7 - "Very satisfied"

5 **How would you rate your satisfaction with the response time from our client service team?**

Scale 0-7, with 0 - "Very unsatisfied"; 4 - "Neutral" and 7 - "Very satisfied"

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6 **How would you rate your satisfaction with the timeliness of communications you receive from our firm?**

Scale 0-7, with 0 - "Very unsatisfied"; 4 - "Neutral" and 7 - "Very satisfied"

7 **How would you rate your satisfaction with the clarity and usefulness of your quarterly statements?**

Scale 0-7, with 0 - "Very unsatisfied"; 4 - "Neutral" and 7 - "Very satisfied"

8 **How would you rate your satisfaction with the accuracy of paperwork and information provided by our client service team?**

Scale 0-7, with 0 - "Very unsatisfied"; 4 - "Neutral" and 7 - "Very satisfied"

9 **How would you rate the ease of accessing your account information online?**

Scale 0-7, with 0 - "Very difficult to access"; 4 - "About what I would expect" and 7 - "Very easy to access"

*Also provide an option for "N/A – I do not access my account online."

10 **How would you rate the ease of navigating our website?**

Scale 0-7, with 0 - "Very difficult to navigate"; 4 - "About what I would expect" and 7 - "Very easy to navigate"

11 **How would you rate the professionalism of our advisors?**

Scale 0-7, with 0 - "Very unprofessional"; 4 -"Neither professional nor unprofessional" and 7 - "Very professional"

12 **How would you rate the professionalism of our staff?**

Scale 0-7, with 0 - "Very unprofessional"; 4 -"Neither professional nor unprofessional" and 7 - "Very professional"

13 **What changes would most improve your overall experience with our firm?**

Provide checklist options of potential improvements you are considering, such as:

- Online scheduling software
- In-house tax service
- Holding annual meetings virtually
- E-sign technology for new accounts and account changes
- Mobile deposits for brokerage accounts
- Upgraded client portal

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14 With all the contact you've had with us by email, phone, or in person over the past year would you say you've had:

Multiple Choice:

- Too little contact
- About the right amount
- Too much contact

15 Do you feel the correspondence from our firm is clear and understandable?

Scale 0-7, with 0 - "Not at all"; 4 - "Neutral" and 7 - "Very much so"

16 How do you feel regarding the frequency which the firm communicates with you on regarding the current economic conditions that may affect your financial goals?

Multiple Choice:

- Too little contact
- About the right amount
- Too much contact

17 With what method would you prefer we use to communicate with you?

- Phone
- Email
- Face-to-face
- Virtual meetings

18 Which services that you are not currently using are you interested in learning more about?

Insert checklist options of services you provide:

- Retirement planning
- Tax planning
- Estate planning
- Education planning
- Life insurance planning
- Long-term care planning
- Trusts

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- Planned giving
- Investment management
- Financial coaching for beneficiaries
- [Other]

19 How often do you access your account online?

- Several times a day
- Once a week
- Several times a week
- Once a week
- A couple times a month
- Fewer than once a month

20 Rate your experience with the <insert event name> event:

- Location
- Food and beverage
- Entertainment
- Educational value (if applicable)
- Overall experience

21 Aside from your advisor at [firm name], do you have assets with other financial advisors, banks, or brokerage firms?

- Yes
- No
- Unsure

22 Which type of client events do you enjoy the most?

- Educational
- Appreciation
- Community involvement
- Other

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23 What do you find valuable in working with us?

Check all that apply:

- Relationship with advisor
- Clarity from a defined financial plan
- Simplicity of all financial matters being handled under one roof
- Client service speed
- Client service accuracy
- Professionalism of staff
- Client events
- Education about your investments/the market
- Education about financial planning topics like estate planning, insurance, and taxes
- Communication about your accounts/the market
- Reporting on your accounts
- Technology to view your accounts
- Technology to view your financial plan
- Other technology
- Access to subject-matter experts like CPAs and estate planning attorneys
- Specific resources
- Specific offerings

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