

# 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"

**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

**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

- 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

## 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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