

## Onboarding Survey

1. Thinking about our firm's onboarding process overall, how satisfied are you with the result?

(10—very satisfied, 0—very dissatisfied)

10	9	8	7	6	5	4	3	2	1
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Upon completing the onboarding process, how prepared were you to begin conducting business with us?

Completely Prepared	Somewhat Prepared	Not Very Prepared	Not at All Prepared
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Overall, how satisfied are you with the amount of contact between you and our firm during this transition?

(10—very satisfied, 0—very dissatisfied)

10	9	8	7	6	5	4	3	2	1
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Were there any problems or issues that came up during the transition? If "yes," can you describe the problems or issues?

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5. Were you satisfied with the resolution of the problems or issues?

(10—very satisfied, 0—very dissatisfied)

10	9	8	7	6	5	4	3	2	1
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you selected a response of "5" or lower, can you explain why you were not satisfied with the resolution?

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**Questions Specific to New Clients**

**6. What were our top weaknesses/areas for improvement during the onboarding process?**

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**7. When you think of the overall onboarding process, what were our top strengths?**

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**8. Overall, how do you feel about your new relationship with us?**

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## Customer Satisfaction & Loyalty

1. How likely is it that you would recommend us to a family member, friend, or colleague?

(10—extremely likely, 0—not at all likely)

10	9	8	7	6	5	4	3	2	1
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. What is the primary reason for the likelihood to recommend the score you gave above? Please be as specific as possible.

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3. In the past 12 months, have you recommended your financial advisor to a family member, friend, or colleague?

Yes  No

4. Thinking about your total relationship with our firm, how satisfied are you with us?

(5—very satisfied, 4—satisfied, 3—neither satisfied nor dissatisfied, 2—dissatisfied, 1—very dissatisfied)

5	4	3	2	1
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Upon completing the onboarding process, how prepared were you to begin conducting business with us?

Improved greatly	Improved	Stayed the same	Deteriorated	Deteriorated greatly
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. In what ways has your experience improved or deteriorated?

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## 7. How satisfied are you with us on each of the following attributes?

(5—very satisfied, 4—satisfied, 3—neither satisfied nor dissatisfied, 2—dissatisfied, 1—very dissatisfied)

	5	4	3	2	1
Advisor understands your needs and goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You know whom to contact if there is an issue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility of your advisor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quick response when you contact the advisor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advisor clearly explains their investment strategy and recommendations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timely resolution of issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of investment options available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Statements you receive from your advisor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investment performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proactive contact from the advisor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitiveness of fees charged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to review your account information online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to specialists when needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 8. Which attributes are most important to you?

Advisor understands your needs and goals	<input type="radio"/>
You know whom to contact if there is an issue	<input type="radio"/>
Accessibility of your advisor	<input type="radio"/>
Quick response when you contact the advisor	<input type="radio"/>
Advisor clearly explains their investment strategy and recommendations	<input type="radio"/>
Timely resolution of issues	<input type="radio"/>
Variety of investment options available	<input type="radio"/>
Statements you receive from your advisor	<input type="radio"/>
Investment performance	<input type="radio"/>
Proactive contact from the advisor	<input type="radio"/>
Competitiveness of fees charged	<input type="radio"/>
Ability to review your account information online	<input type="radio"/>
Access to specialists when needed	<input type="radio"/>

**9. Thinking about all the contact you've had with our firm, by email, phone, or in person over the past 12 months, which would you say you've experienced?**

Too little contact	About the right amount	Too much contact
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**10. In the past year, have you had any problem with our firm? If "yes," can you describe the most recent problem?**

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**11. How satisfied were you with the resolution of that problem?**

(5—very satisfied, 4—satisfied, 3—neither satisfied nor dissatisfied, 2—dissatisfied, 1—very dissatisfied)

5	4	3	2	1
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**12. Aside from your advisor, do you have assets with other financial advisors or brokerage firms?**

Yes  No

**13. Thinking about your investments overall, about what percentage would you say are currently invested with us? \_\_\_\_\_ %**

**14. In the next 12 months, do you expect the percentage of assets you have with us to increase, stay the same, or decrease?**

Increase	Stay the same	Decrease
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**15. The next time you are looking to invest, how likely are you to invest new assets with us?**

(10—extremely likely, 0—not at all likely)

10	9	8	7	6	5	4	3	2	1
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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