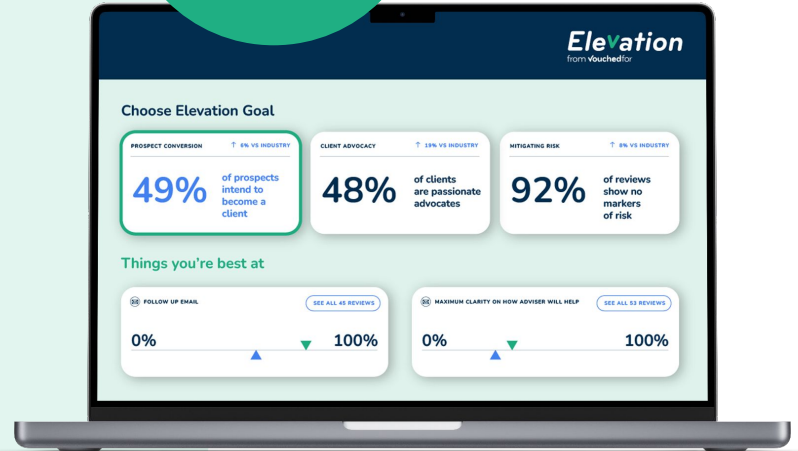


Elevation

from Vouchedfor

UK's no. 1
financial
advice client
feedback
system*



Alex Whitson, Managing Director, VouchedFor

Serena Evans, Strategic Accounts Manager, VouchedFor

Tony Woodward, Quilter Financial Adviser

*Based on 10,000 adviser users, September 2024

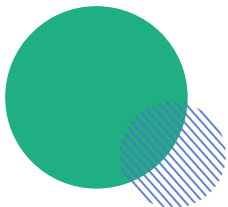
In the next 30 minutes, we'll share...

- Why client feedback is becoming more important and an introduction to Elevation
- Our partnership with Quilter incl. timeline
- Option to put parts of your feedback public through verified membership
- Q&A



The importance of client feedback and intro to Elevation

The Consumer Duty requires all advice firms to collect and act on in-depth client feedback

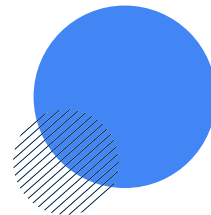


'[Consumer] feedback should be fairly considered and acted upon.'

P. 46 FG 22/5 Finalised Consumer Duty Guidance, FCA

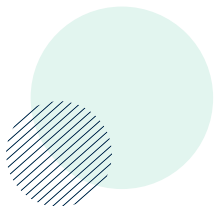
'The right MI is key. Do you know the outcomes your customers expect? Do you ask them for detailed feedback in the right way?'

Consumer Duty - Our Expectations Of Firms, FCA Solihull Event, March 2023



'Good survey design and sampling methodology requires specialist expertise.'

P. 85 FG 22/5 Finalised Consumer Duty Guidance, FCA



Client feedback reveals the true value of financial advice

“As I get nearer retirement then stability has been key, **knowing that I can rely on David** to watch and react to potential trends has given my **real peace of mind**. ‘An investment in knowledge pays the best interest’ and David definitely has the knowledge to make sound decisions.”

- feedback for David Crabbe

“He has been absolutely amazing! He is **so patient and kind** and really helped me to understand ... I really feel like he has **helped me for the first time ever to understand** pensions and not make it so scary in my head.”

- feedback for Takunda Sando

“Tony has given me **excellent advice** over the last five years on consolidating my investments and pension planning for retirement.”

- feedback for Tony Woodward

“He was very knowledgeable and gave me **honest and open** feedback about my current financial situation. He **listened to my life values** and gave his opinion on what was likely to be a best fit for that, all in a very easy to understand way. Very happy with the consultation. Thanks James.”

- feedback for James Marston

“Nick has been amazing ... I found him **very approachable** and felt I could ask questions at any point. He has ensured that the product is right for us and **his eye for detail is phenomenal**, coming backwards and forwards with better products and ideas throughout this process.”

- feedback for Nick Winter

“Claire has given me **sound advice** and takes time explaining all products and investments in great detail... She is super efficient and professional and always a friendly face, **I trust and respect her knowledge** and she is also very good at proposing options. **I feel my investments are in safe hands.**”

- feedback for Claire Watson

Client feedback also unlocks **significant extra revenue**

£180

Avge. value of a
Mortgage review

£2,000

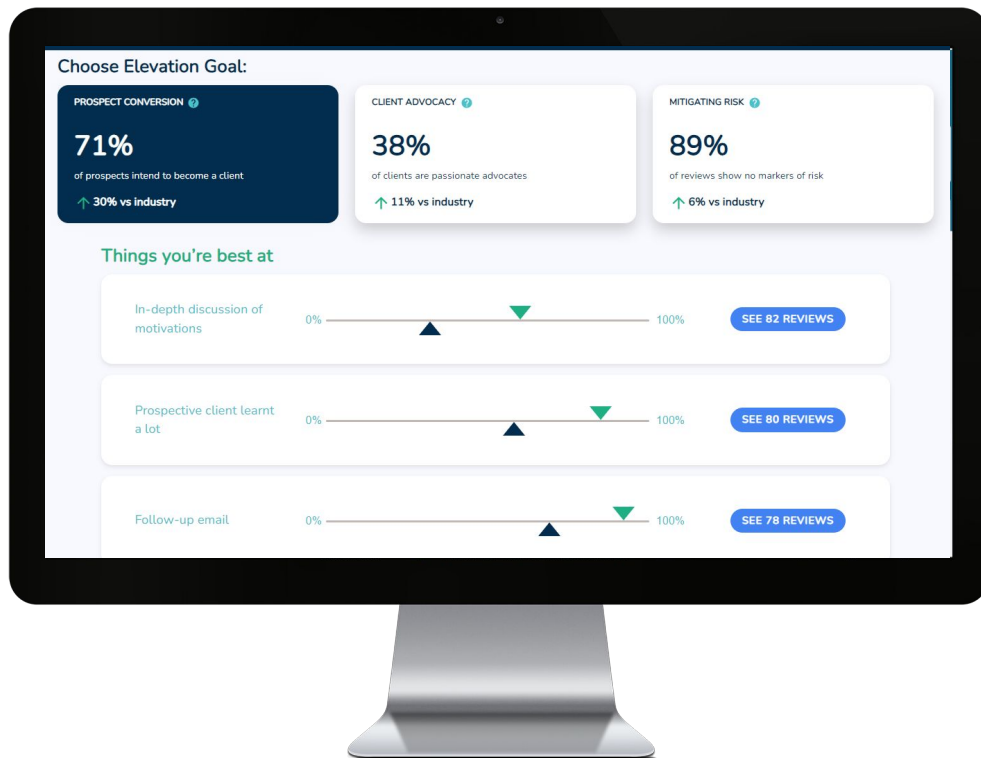
Avge. value of a
Financial advice
review

£130

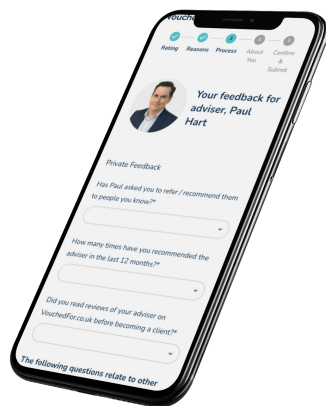
Avge. value of a
Protection review

Source: 16,377 clients' feedback left in September and October 2024 through Elevation. Incremental revenue opportunities relate to things like cross-sells and referrals.

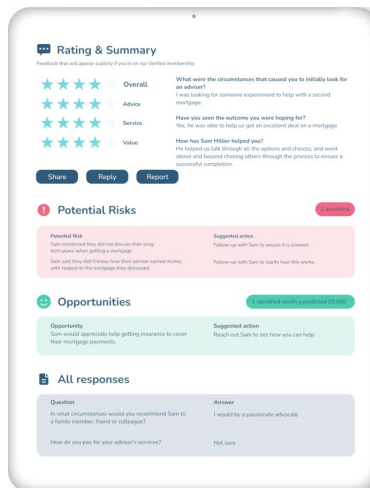
Our Elevation enhanced client survey helps you capture the full value of client feedback, **strengthening and growing your business**



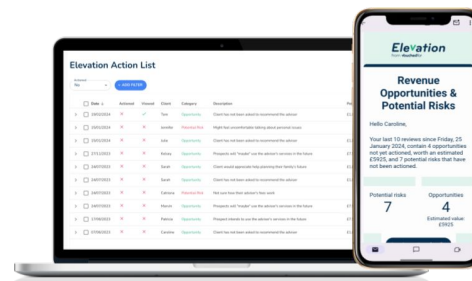
Elevation makes it easy to **gather feedback**, understand **key trends**, **identify actions**, and uncover opportunities to grow



Clients complete
an online form

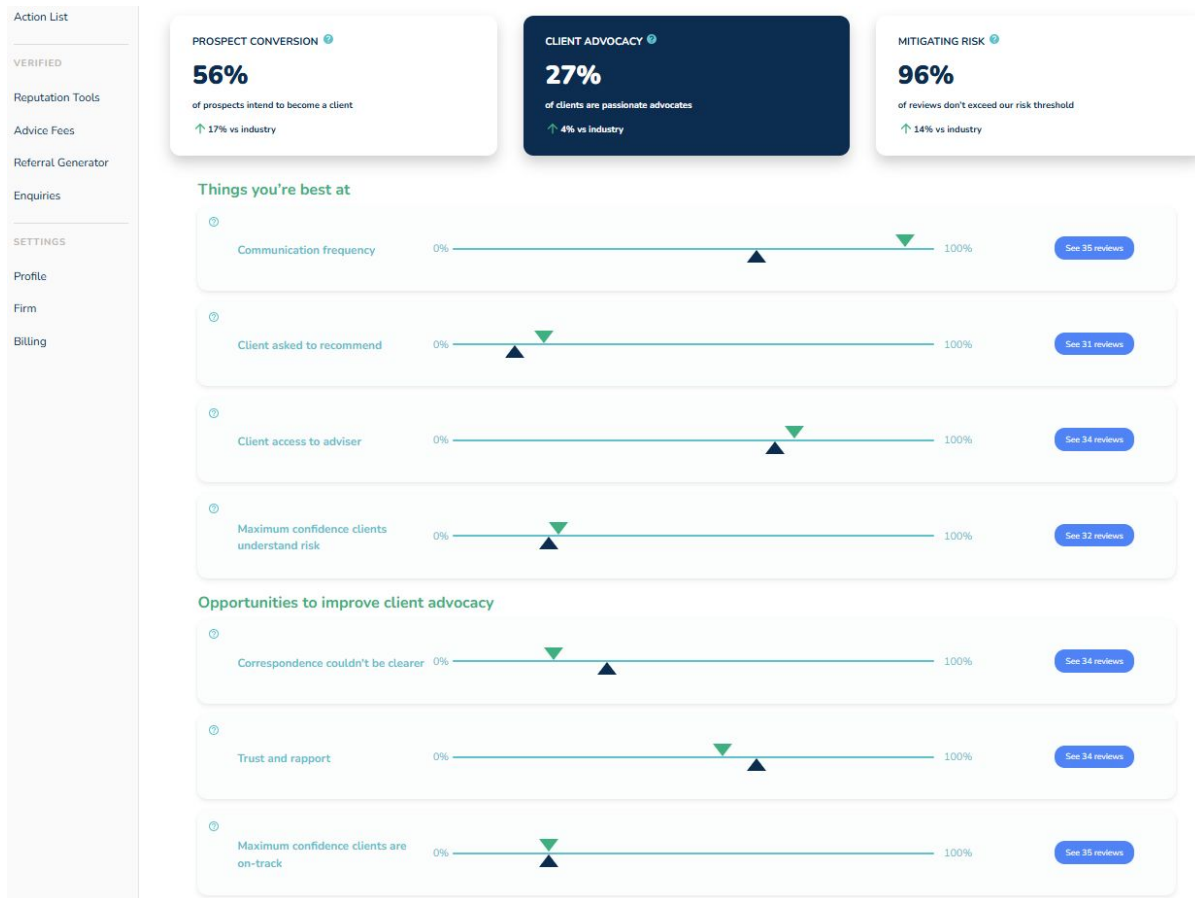


Advisers get real
time access to the
responses



Advisers can track
opportunities for
each client

Elevation gives an objective overview of client experience



And clearly highlights any potential issues or opportunities

Rating & Summary

Feedback that will appear publicly if you're on our Verified membership



Overall

What could they have done better?

Nothing I can think of.



Advice



Service

What were the circumstances that caused you to initially look for an adviser?

Retirement and Pension Planning



Value

How has Tony Woodward helped you?

Tony provided straightforward and understandable options for my consideration. He offered various options I hadn't considered that would have a positive benefit on my financial situation. I am risk averse and Tony understood that, which made me much more comfortable working with him.

Have you seen the outcome you were hoping for?

Yes, very much. I now have an excellent plan for moving forward.

Share this review:



REPORT ISSUE

REPLY

1 Potential Risk



Your client responded 'Not sure' to the question 'How do you pay for your adviser's services?'

Next time you speak to your client clarify your fees

Actioned 5/13/2024 UNDO

2 Opportunities



Your client responded 'I would be a passionate advocate for them' & 'No' to whether you've asked them to refer / recommend you to people they know

Predicted value: £1875

Ask your client for a recommendation

Actioned 10/29/2024 UNDO

Your client responded 'I would appreciate help from your adviser and/or their firm with this' to the question 'How do you plan to help others in your family prepare for their financial future?'

Predicted value: £1875

Reach out to your client to understand their family's requirements for future planning

MARK ACTIONED

Elevation is the UK's fastest-growing financial advice client feedback platform

10k+
adviser users (up 5k
in 12 months)

BM
BROOKS MACDONALD

Quilter

AFH wealth
management

tpo
the private office

Openwork
THE PARTNERSHIP

Ascot Lloyd

Argentis

radiant
financial group

**CHARLES
STANLEY**

**forv/s
mazars**

**SUCCESSION
WEALTH**

Attivo

New Leaf
Decide To Be Happy™

LIFT-Financial
Chartered Financial Planners

fidelius.

true potential LLP
simple. effective. unique.

ellis bates
FINANCIAL ADVISERS

**ONE
FOUR
NINE**
GROUP

PI
financial

SANDRINGHAM
FINANCIAL PARTNERS
Your Financial Partner for Life

KILLIK & Co

MKC Wealth

SESAME.

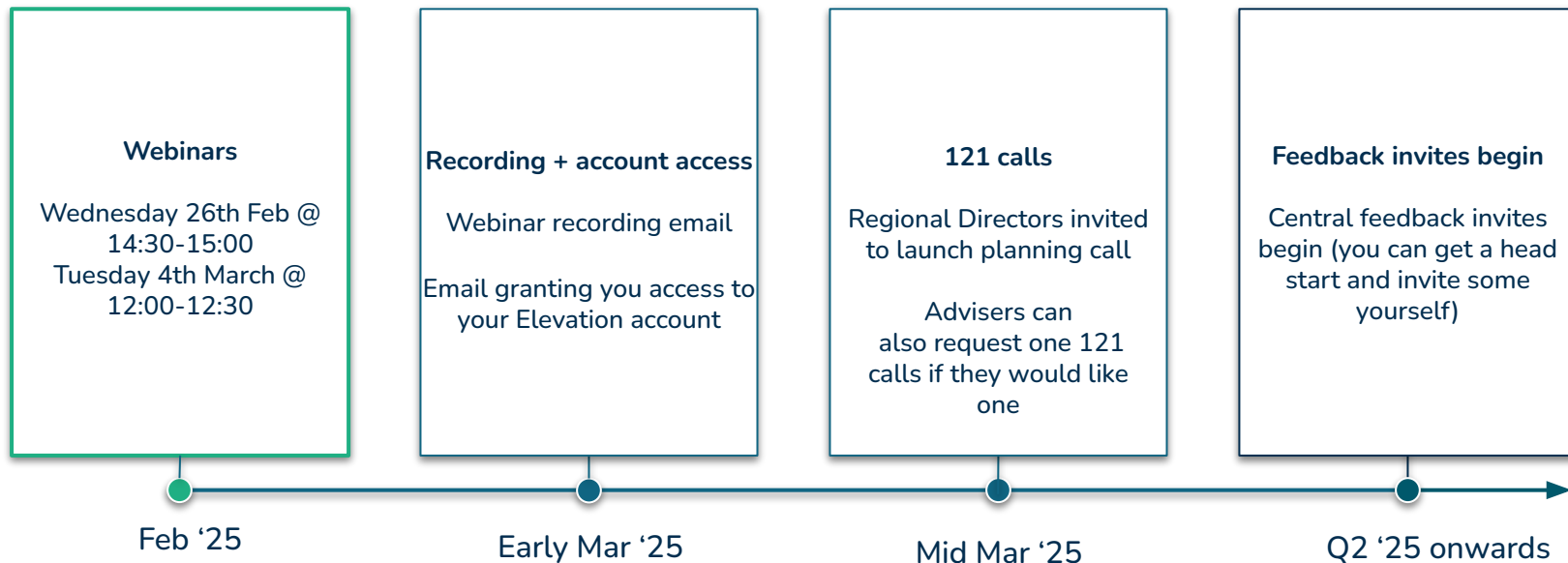
KINGSWOOD

Elevation
from Vouchedfor



Our partnership with Quilter

Timeline for your cohort



In the next couple of weeks you will get access to your account



Welcome to your VouchedFor adviser account

Hi [first_name],

An account has been created for you to access your VouchedFor adviser account.

To get you up and running, you'll need to create a secure password. Simply click on the link below to get started.

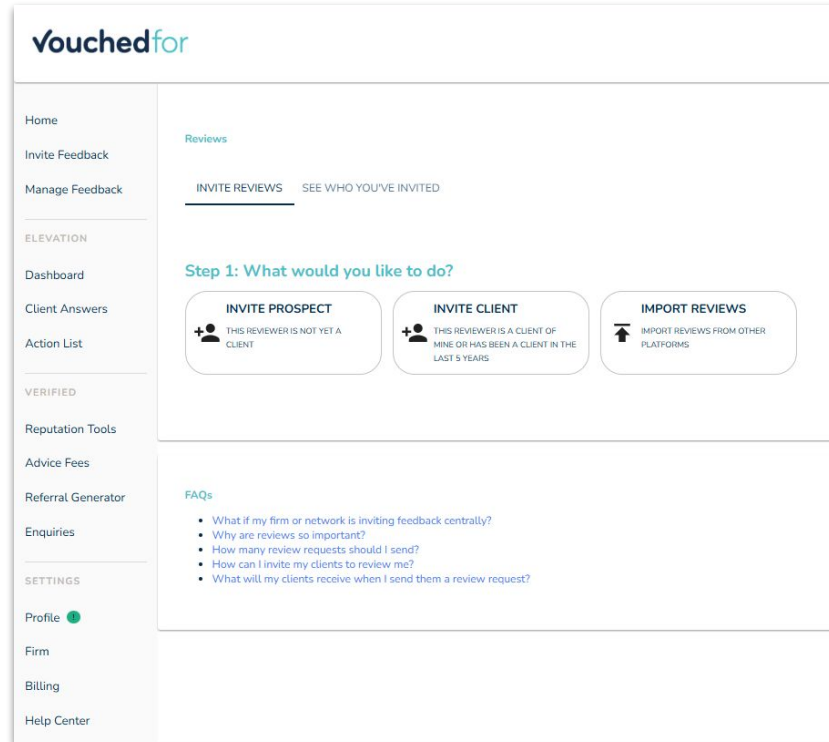
[Set your password](#)

For security reasons this link is only valid for the next 24 hours.

If you are not [first_name], are unsure why you have received this or are having problems verifying your email, please contact customer_service@vouchedfor.co.uk or call us on 0203 111 0580.

Best wishes,
The VouchedFor team

You can trial inviting feedback yourself



Example client feedback journey

1

Rating

2

Reasons

3


Process

4

About You

5

Confirm & Submit




Your feedback for adviser, Joanne Hobson


Thank you for leaving feedback through vouchedfor.co.uk, this form takes around 5 minutes to complete

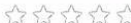
Some of your feedback will be **Public Feedback**, visible on the adviser's and their firm's profile on vouchedfor.co.uk, helping people find the right adviser for them.

Other parts of your feedback will be **Private Feedback**, private to the adviser and their firm, helping them improve the client experience they deliver.

Public Feedback


Quality of Advice *  Excellent

Quality of Service * 

Value for Money * 

Private Feedback

How much do you agree with the following statement: "My adviser's reviews on VouchedFor mean I would be more confident recommending them to a friend" *

Select an option... 

Elevation can work alongside other feedback gathering (e.g. Google reviews)

If you already collect client feedback, great.

But in isolation it's unlikely to meet the needs of Consumer Duty or give you the depth of insight (e.g. around commercial opportunities) that Elevation can.

Most clients are happy to complete both a survey and testimonial request, letting them know an invite for each will follow is powerful.



"I really care about delivering the best possible service. Your feedback helps me do that. After this meeting you will receive an invite to leave a short [Google] review and a link to a more in-depth 5 minute survey from VouchedFor. I'd value your feedback but please don't feel under any obligation."

Used successfully by a Quilter adviser at the end of each annual review





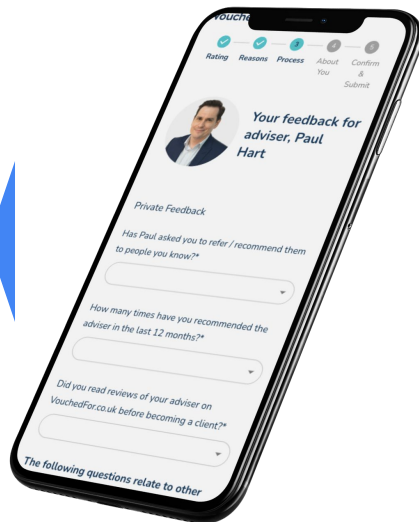
Verified membership

The same client feedback process powers both our services

Elevation

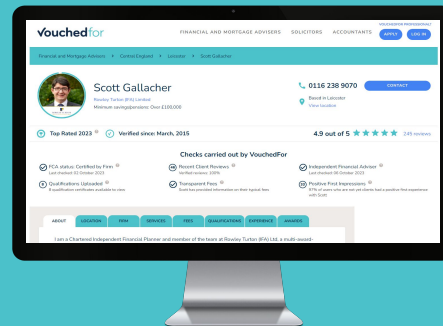
from Vouchedfor

(private feedback, access being given to all Quilter advisers)



Vouchedfor

(public website, optional, 30% discount available, £40+VAT pm vs £57+VAT)



VouchedFor is the UK's no. 1 review site* for financial advisers

Focussed on building public trust and understanding around advice

- **4,700+** verified members
- **340,000+** clients' feedback
- **1 million** consumers use us each year to find and check advisers

8 extra
clients ave.
per year once
up and running

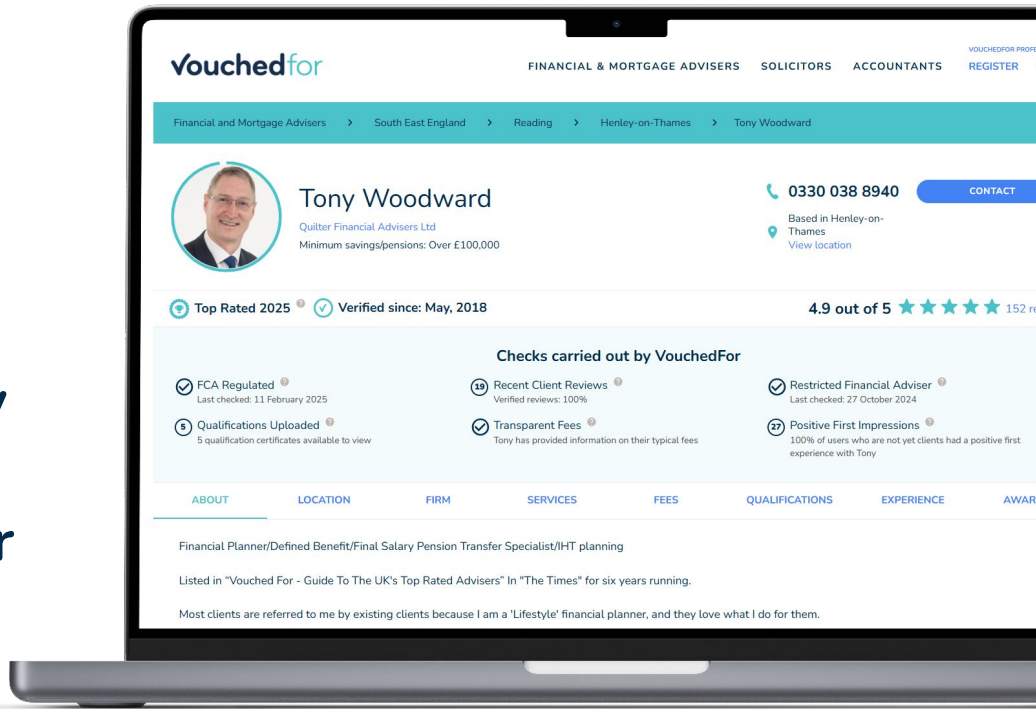


* Based on 340,000 financial advice client reviews as at Nov 2022 and 3,700 financial adviser members, more than any other UK review site.

Clients see it's not just them who thinks their adviser is great
(= more referrals)

79%

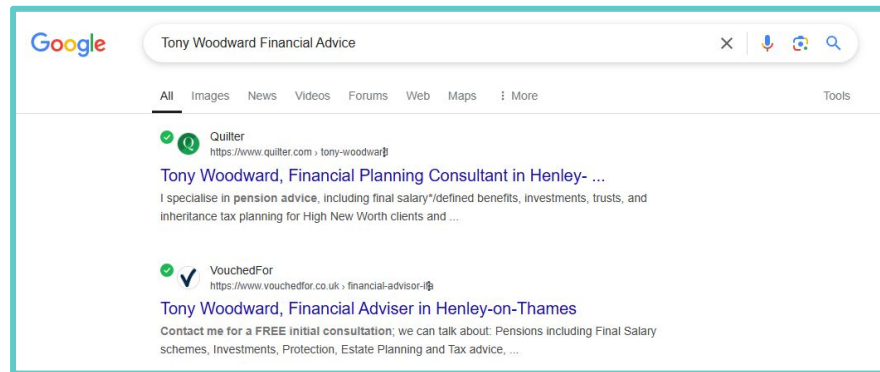
of clients are more likely
to refer their adviser to
friends, having read their
VouchedFor reviews



Prospects are more likely to get in touch and convert
(= more referrals)

1 in 3

New clients find and read
an adviser's VouchedFor
reviews, before making
contact



Source: 1 in 3 of all reviewers in 2022 who became a client after their adviser joined VouchedFor said they read and were influenced by their adviser's VouchedFor reviews.

Our annual Top Rated Adviser campaign celebrates the value of advice, reaching over 3 million people



- ✓ The Times
- ✓ The Telegraph
- ✓ Huge adviser engagement (social media)
- ✓ **NEW** National awards ceremony
- ✓ **NEW** Real life human stories

Quick recap

- ✓ You will receive access to your Elevation account in the next couple of weeks
- ✓ You can play around and invite your own client feedback
- ✓ You are welcome to have a 121 call with one of the VouchedFor team at any point
- ✓ Central feedback invites will begin very gradually in May
- ✓ You have the option to access a 30% discount and put the relevant parts of your feedback public on VouchedFor at any time

Quick poll

Would you like any more information on any of the following?

- Why the Consumer Duty requires more in-depth client feedback collection
- The feedback invitation process
- The option of public profiles
- No, thanks. I have all I need for now.

Questions?

serena.evans@vouchedfor.co.uk



Thank you

serena.evans@vouchedfor.co.uk