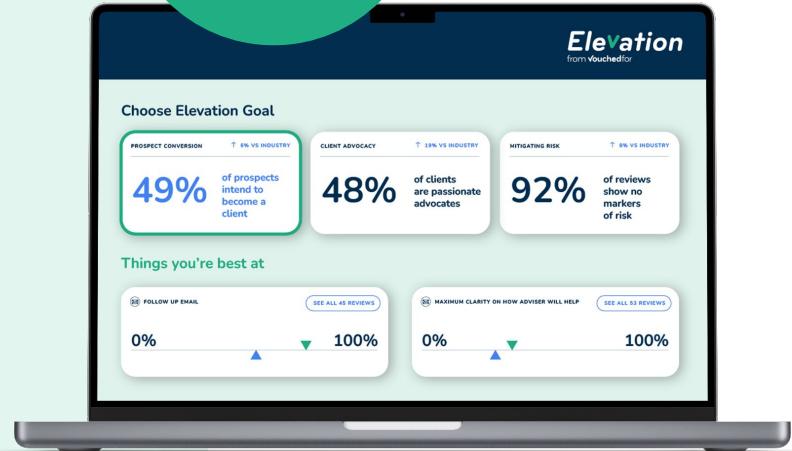


# Elevation

from Vouchedfor

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



Alex Whitson, Managing Director, VouchedFor

Serena Evans, Strategic Accounts Manager, VouchedFor

Owran Rahmani, Credius Wealth (part of Quilter)

\*Based on 10,000 adviser users, September 2024

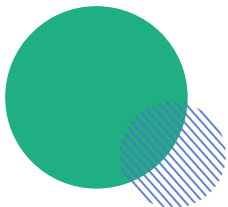
## In the next 30 minutes, we'll share...

- 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

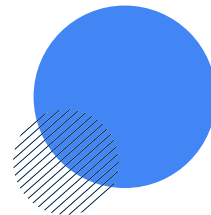


*'[Consumer] feedback should be fairly considered and acted upon.'*

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

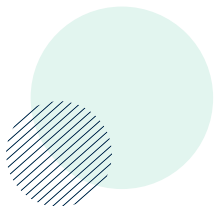
*'The right MI is key. Do you know the outcomes your customers expect? Do you ask them for detailed feedback in the right way?'*

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

“Naomi has always been available to answer as-hoc queries that have come up and has been **really helpful** in all aspects of my financial planning. I am **really happy with the service** received and that I still continue to get. Naomi has been so **knowledgeable, responsive** and very **patient** with me!”

- feedback for Naomi Cross, David James Wealth

“Tom has been a **tremendous help**. Although I don't feel the need to contact him on a regular basis, it is comforting to know that I can do so if need-be. He has always been **very clear and helpful** in discussion about my financial situation at our annual review meetings.”

- feedback for Tom Lenton, Moneytree Wealth

“Owring and his team have my **absolute trust** after a number of years of being a client. **I can't recommend him enough** as someone who is informed, trustworthy and balanced in all of his advice, whilst delivering an exemplary standard of service and care.”

- feedback for Owring Rahmani, Credius Wealth

“The results have **exceeded my expectations**. I am able to contact Owen about any issues that arise and he is **prompt** in offering me guidance and options. Ablestoke has made the process of investing **simple and clear**.”

- feedback for Owen Cook, Ablestoke Wealth

“Daren, quickly established that we wouldn't be working together on this occasion, however he still was **very generous with his advice**. I came away from our conversation, **assured** that I knew what the best next steps were for my financial health. Thank you, will be back when I have more to invest.”

- feedback for Daren Wallbank, Ginkgo

“Lucy is fantastic, **very knowledgeable**, and always has time for me. She answers any question I have very promptly and accurately. **Great!**”

- feedback for Lucy Atthis, David James Wealth

## Client feedback also unlocks **significant extra revenue**

**£180**

Avge. value of a  
Mortgage review

**£2,000**

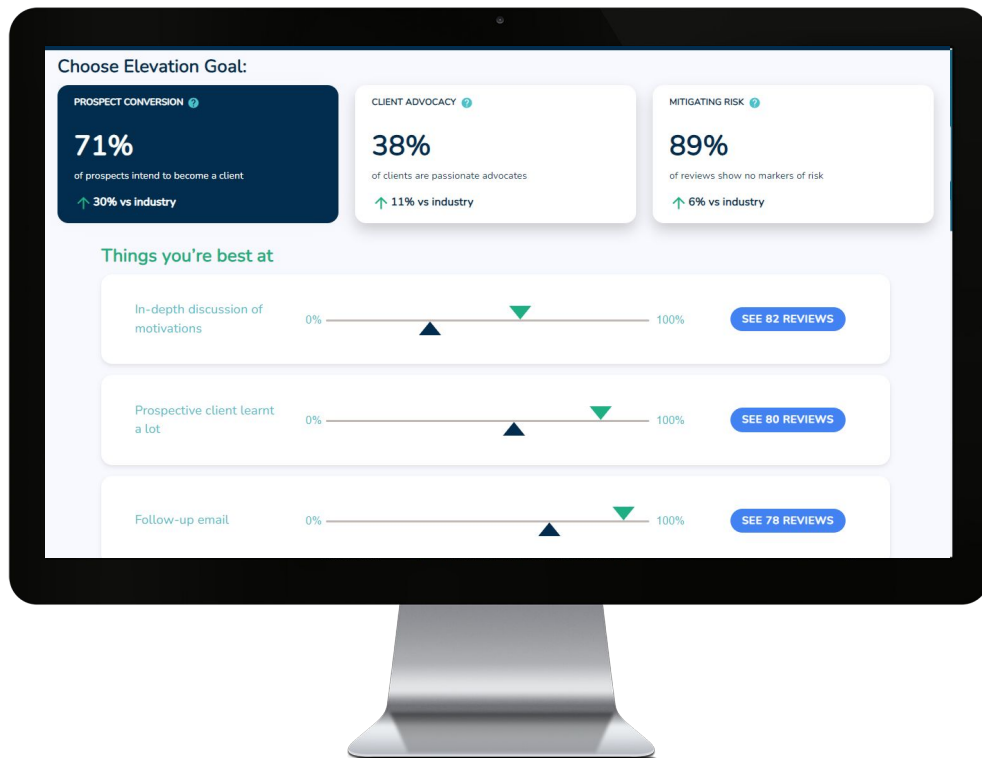
Avge. value of a  
Financial advice  
review

**£130**

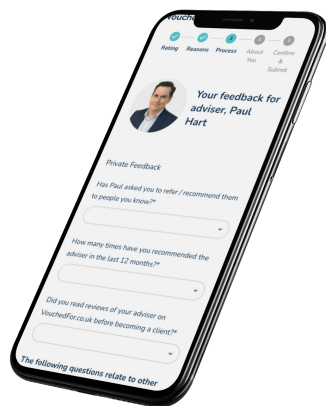
Avge. value of a  
Protection review

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

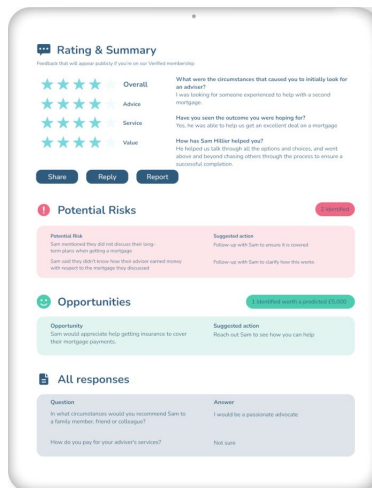
Our Elevation enhanced client survey helps you capture the full value of client feedback, **strengthening and growing your business**



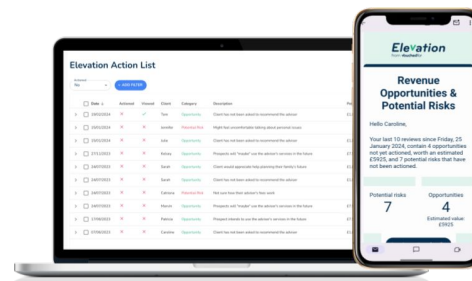
Elevation makes it easy to **gather feedback**, understand **key trends**, **identify actions**, and uncover opportunities to grow



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

Choose Elevation Goal:

PROSPECT CONVERSION ⓘ

33%

of prospects intend to become a client

↓ 5% vs industry

CLIENT ADVOCACY ⓘ

63%

of clients are passionate advocates

↑ 39% vs industry

MITIGATING RISK ⓘ

88%

of reviews don't exceed our risk threshold

↑ 6% vs industry

## Things you're best at

①

Correspondence couldn't be clearer



[Explore 41 reviews >](#)

②

Client access to adviser



[Explore 41 reviews >](#)

③

Maximum confidence clients understand risk



[Explore 39 reviews >](#)

④

Communication frequency



[Explore 42 reviews >](#)

## Opportunities to improve client advocacy

①

Maximum confidence clients are on-track



[Explore 41 reviews >](#)

②

Client asked to recommend



[Explore 44 reviews >](#)

# And clearly highlights any potential issues or opportunities

### Rating & Summary

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

★★★★★

Overall

How has Owrang Rahmani helped you since your last review?  
Owrang and his team have been absolutely brilliant in advising me regarding a number of investments/mortgages over the years. I have always found him, and his team, up to date, offering an expertise not always found! They were informative, responsive and clear in all their communication.

★★★★★

Advice

★★★★★

Service

★★★★★

Value

### 2 Potential Risks

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? ☐

Your client responded 'We talk about developments in my life - but it wouldn't feel right to talk about anything too personal other than finances' to the question 'What topics do you discuss in your sessions with your adviser?'

Read our tips for having more in-depth conversations

Actioned? ☐

### 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? ☐

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

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**

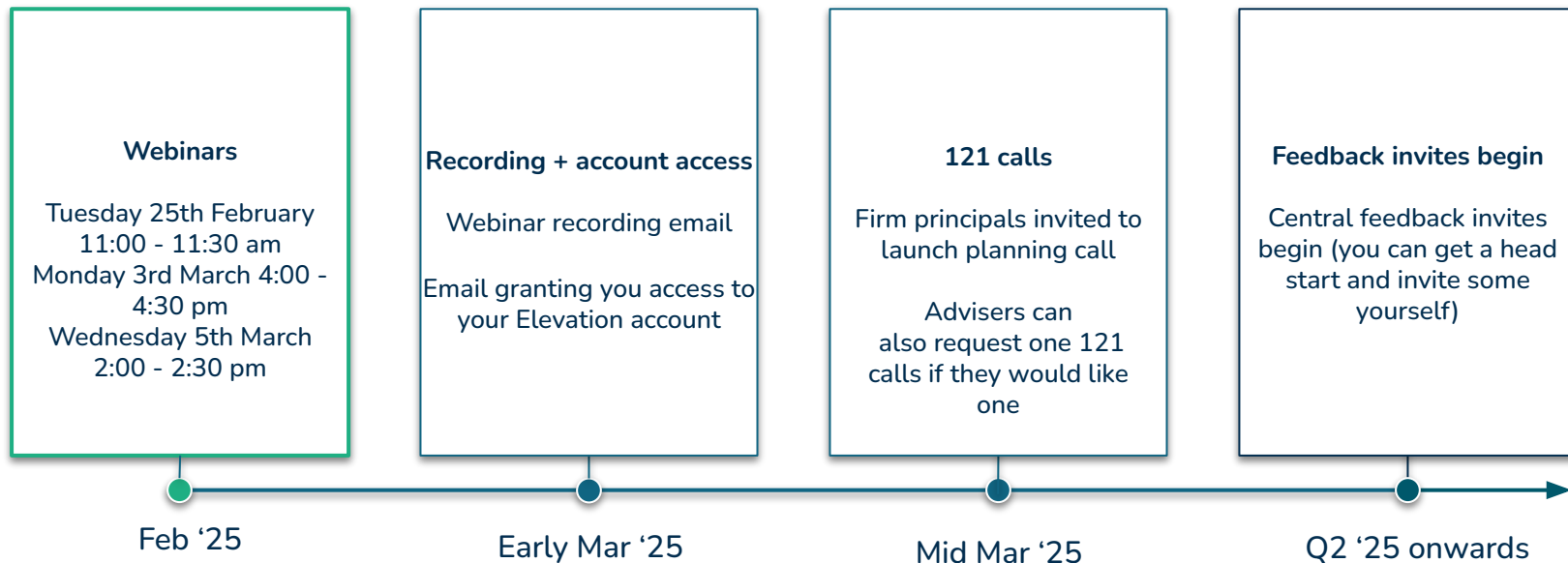
**SESAME.**

**KINGSWOOD**



## 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](mailto:customer_service@vouchedfor.co.uk) or call us on 0203 111 0580.

Best wishes,  
The VouchedFor team

# You can trial inviting feedback yourself

Home

Invite Feedback

Manage Feedback

ELEVATION

Dashboard

Client Answers

Action List

VERIFIED

Reputation Tools

Advice Fees

Referral Generator

Enquiries

SETTINGS

Profile

Firm

Billing

Reviews

INVITE REVIEWS   SEE WHO YOU'VE INVITED

Step 1: What would you like to do?

INVITE PROSPECT  
+ THIS REVIEWER IS NOT YET A CLIENT

INVITE CLIENT  
+ THIS REVIEWER IS A CLIENT OF MINE OR HAS BEEN A CLIENT IN THE LAST 5 YEARS

IMPORT REVIEWS  
↑ IMPORT REVIEWS FROM OTHER PLATFORMS

Step 2: Who would you like to invite?

Invite one person or copy and paste a list in using CTRL+V

First name	Email

+ ADD ROW

Step 3: Customise the email you would like to send

Subject: Tony has requested that you leave them a review on VouchedFor

Hi {first name} (this will be automatically personalised for each client)

I hope you are well.  
Now more than ever it's important that people can find quality, trusted advice.  
VouchedFor is the leading professional reviews website. Clients can review their adviser, helping others choose the right one.  
Would you mind sparing 5 minutes to leave a review of my services?

# 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](https://vouchedfor.co.uk), this form takes around 5 minutes to complete

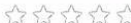
Some of your feedback will be **Public Feedback**, visible on the adviser's and their firm's profile on [vouchedfor.co.uk](https://vouchedfor.co.uk), helping people find the right adviser for them.

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





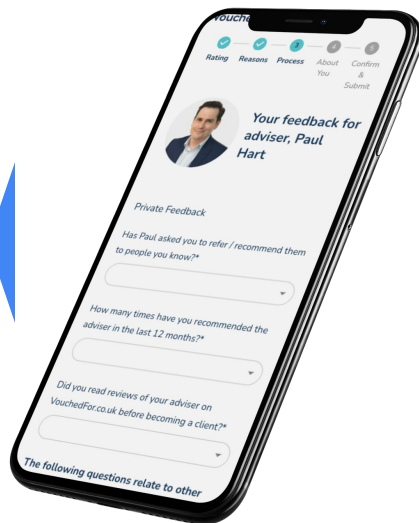
**Verified membership**

# The same client feedback process powers both our services

## Elevation

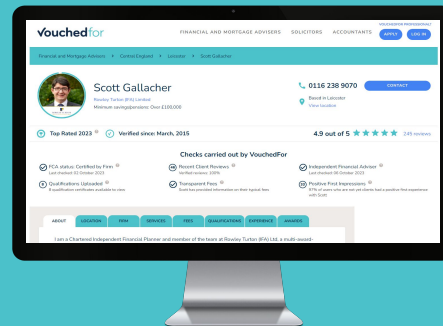
from Vouchedfor

(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

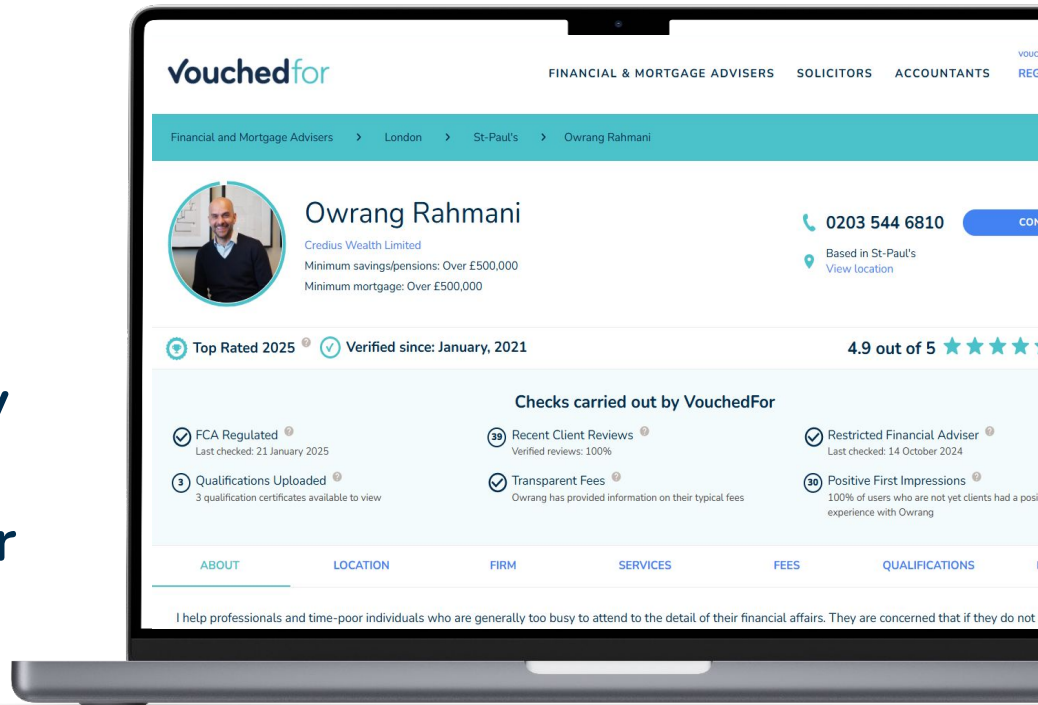


\* Based on 340,000 financial advice client reviews as at Nov 2022 and 3,700 financial adviser members, more than any other UK review site.

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

79%

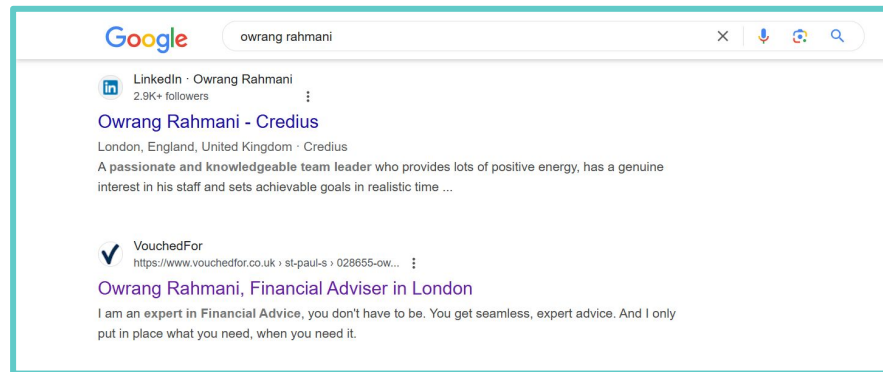
of clients are more likely  
to refer their adviser to  
friends, having read their  
VouchedFor reviews



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, this is particularly key for firm principals who will be invited to a firm launch call
- ✓ Central feedback invites will begin very gradually by end of Q2
- ✓ 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](mailto:serena.evans@vouchedfor.co.uk)



# Thank you

[serena.evans@vouchedfor.co.uk](mailto:serena.evans@vouchedfor.co.uk)