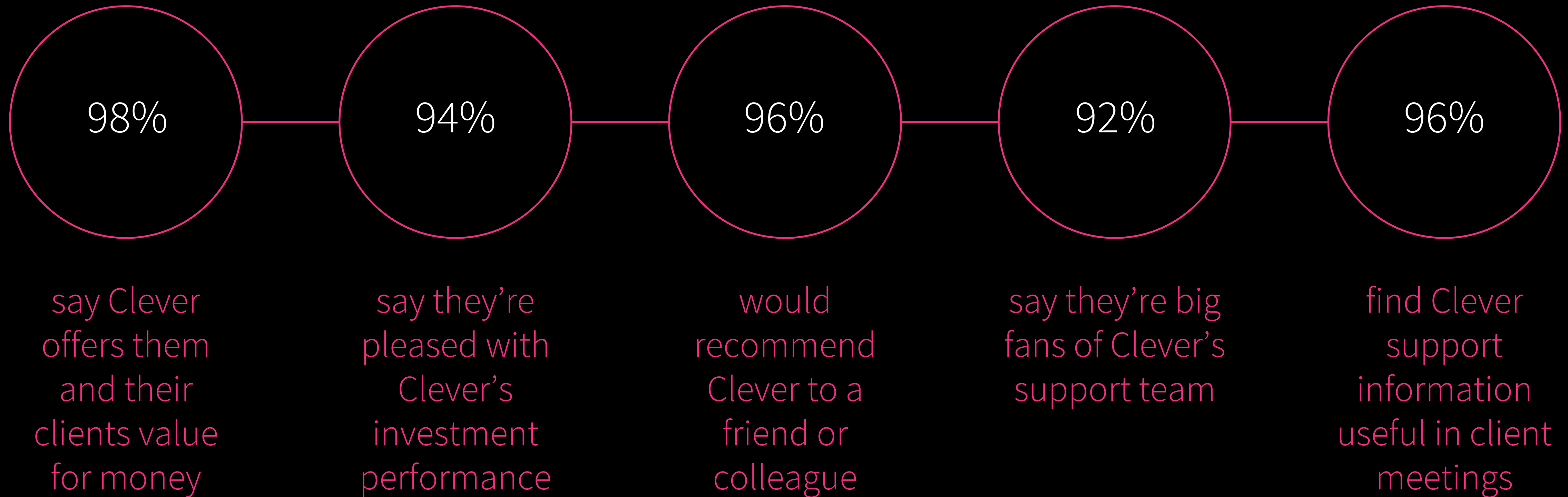


Clever.

Client Satisfaction Survey The Report

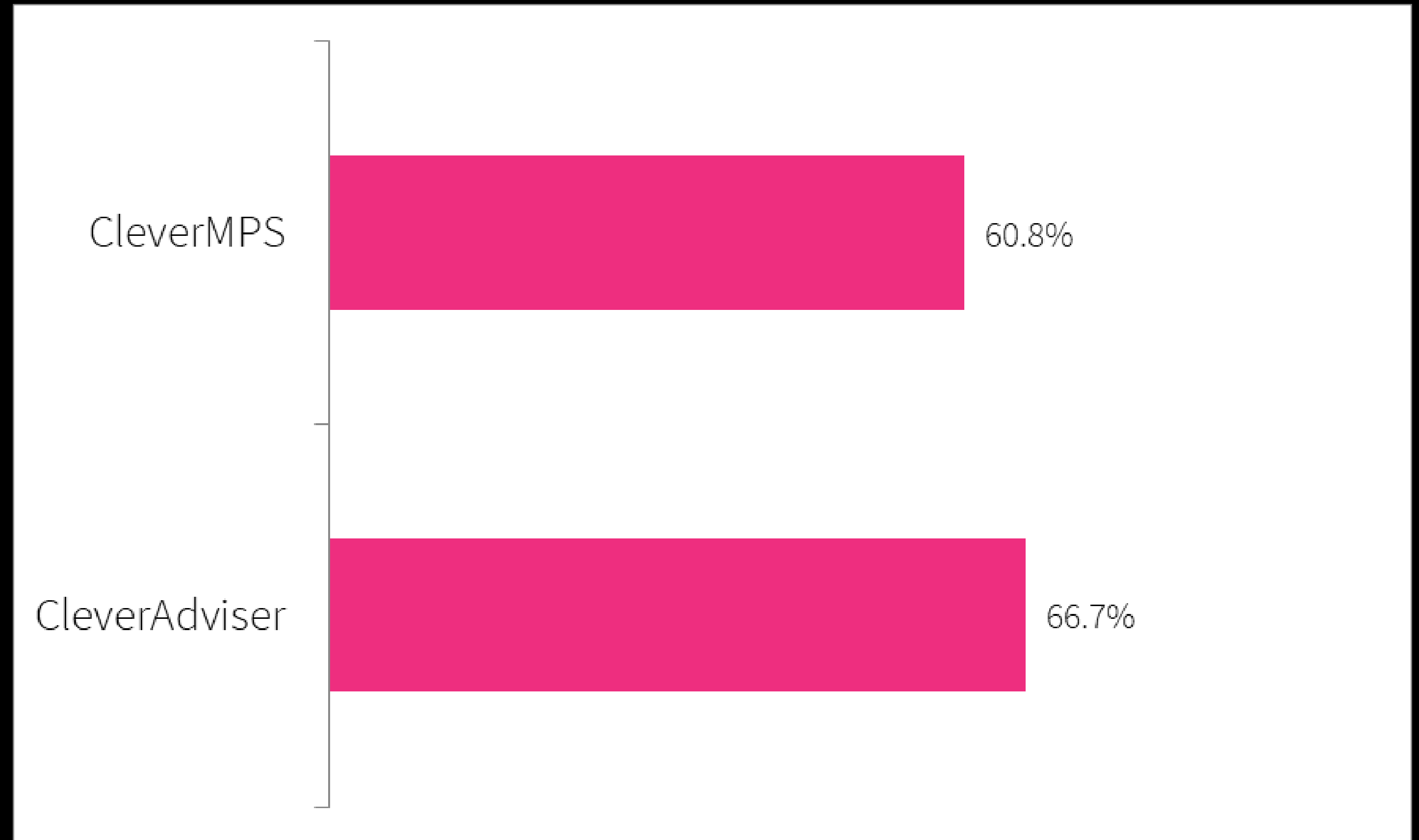
Prepared by:
Paul Wynne

The highlights



About this report

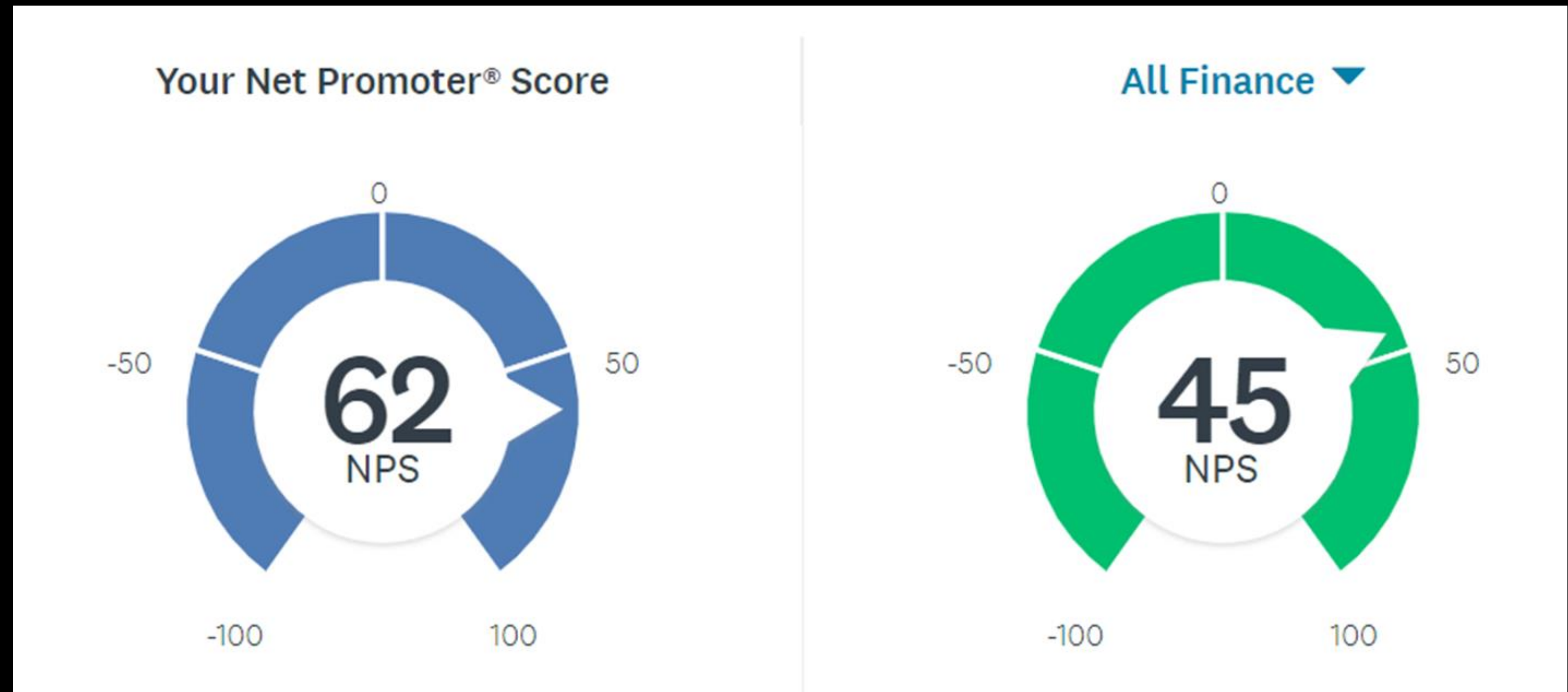
- Some advisers use both CleverAdviser and CleverMPS - this report captures all of these responses
- It's possible to filter responses by product type, although the results are quite similar
- All responses were anonymous for this first client satisfaction survey to maintain credibility – future surveys may not be anonymous
- Over subsequent years we will be able to show improvements and weaknesses



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How likely is it that you would recommend Clever's investment services to a friend or colleague?

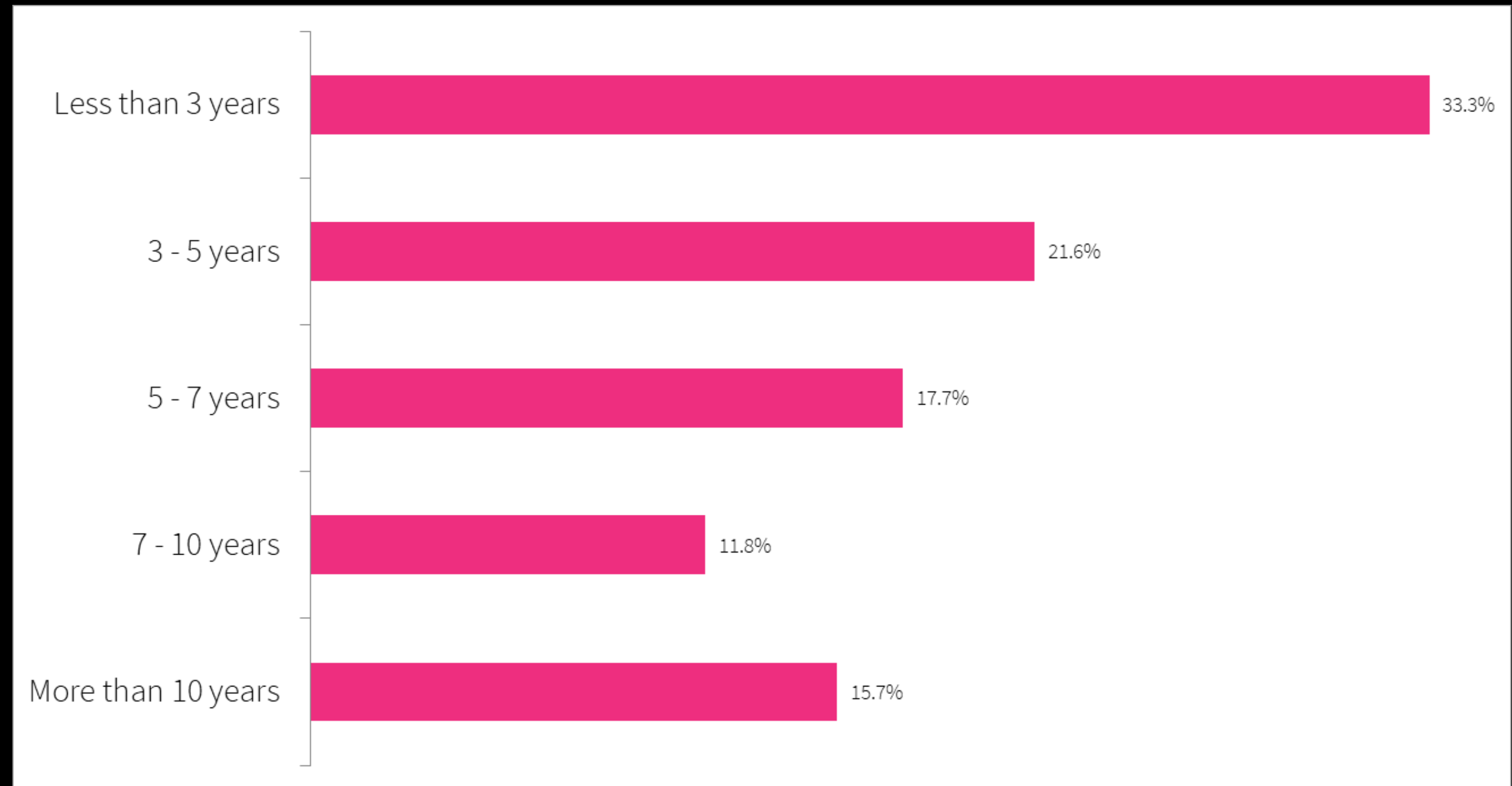
- Net Promoter Score of 62 – a very high score, anything above 50 is considered excellent, above 80 is world class
- We have more promoters (66%) than passives (30%) and detractors (4%) combined – passives can be vulnerable to competitive offerings
- The benchmark is 45 - an average of 2,624 financial services firms who use Survey Monkey regularly.



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How long have you been using Clever's investment services?

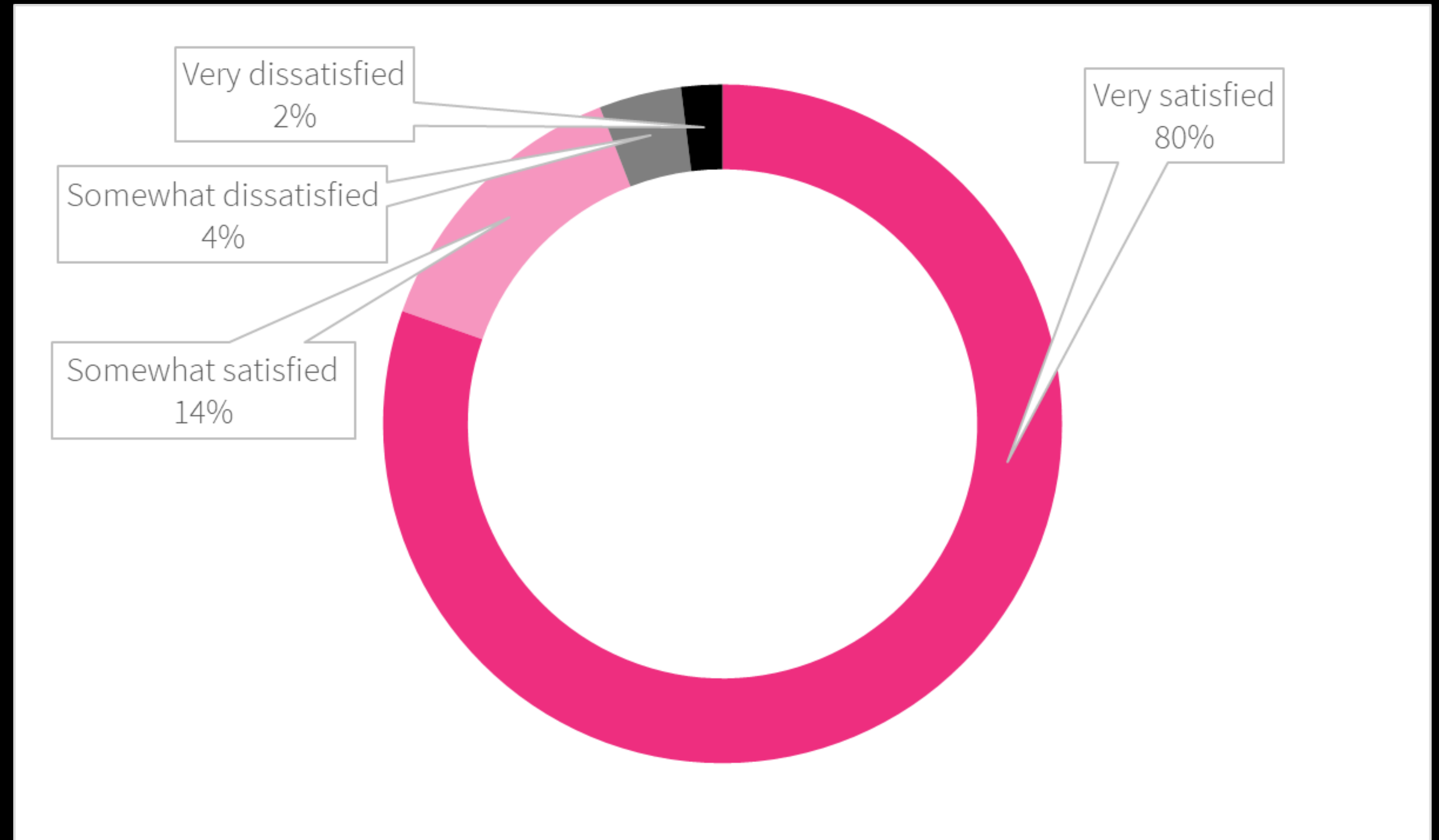
- There is a correlation between client longevity and Net Promoter Scores:
 - Clients who have used Clever for seven years or more (27% of respondents), gave Clever a NPS of 100 – the highest possible score
 - Clients who have used Clever for five years or more (45.2% of respondents), gave Clever a NPS of 91.
- The responses from both these groups contained no negative statistics, indicating that newer clients (one in this case) have more negative experiences of Clever



Clever.

How satisfied or dissatisfied are you with the investment performance of our services?

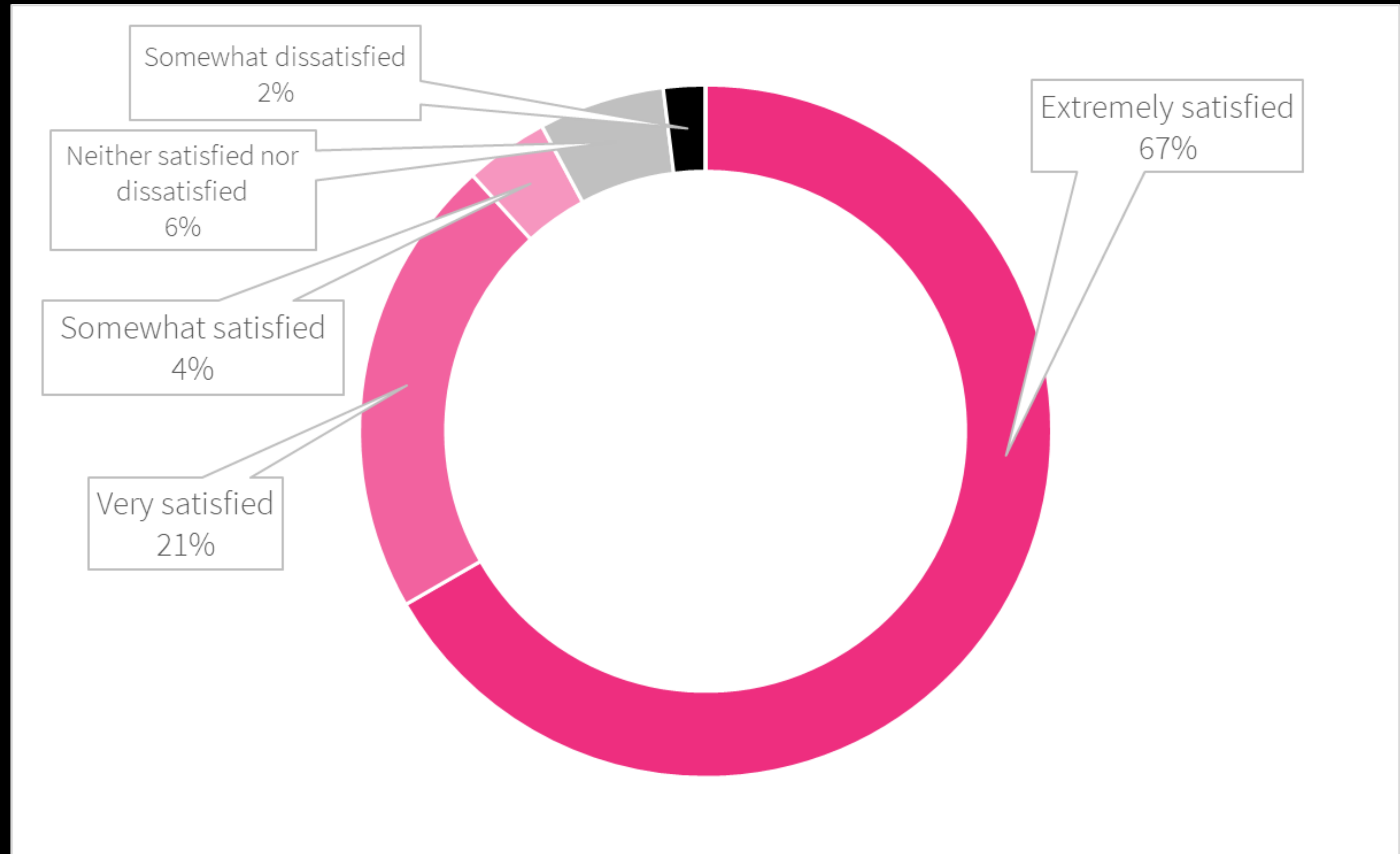
- Positive responses = 94%
- Negative responses = 6%



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How satisfied or dissatisfied are you with the quality of our support team?

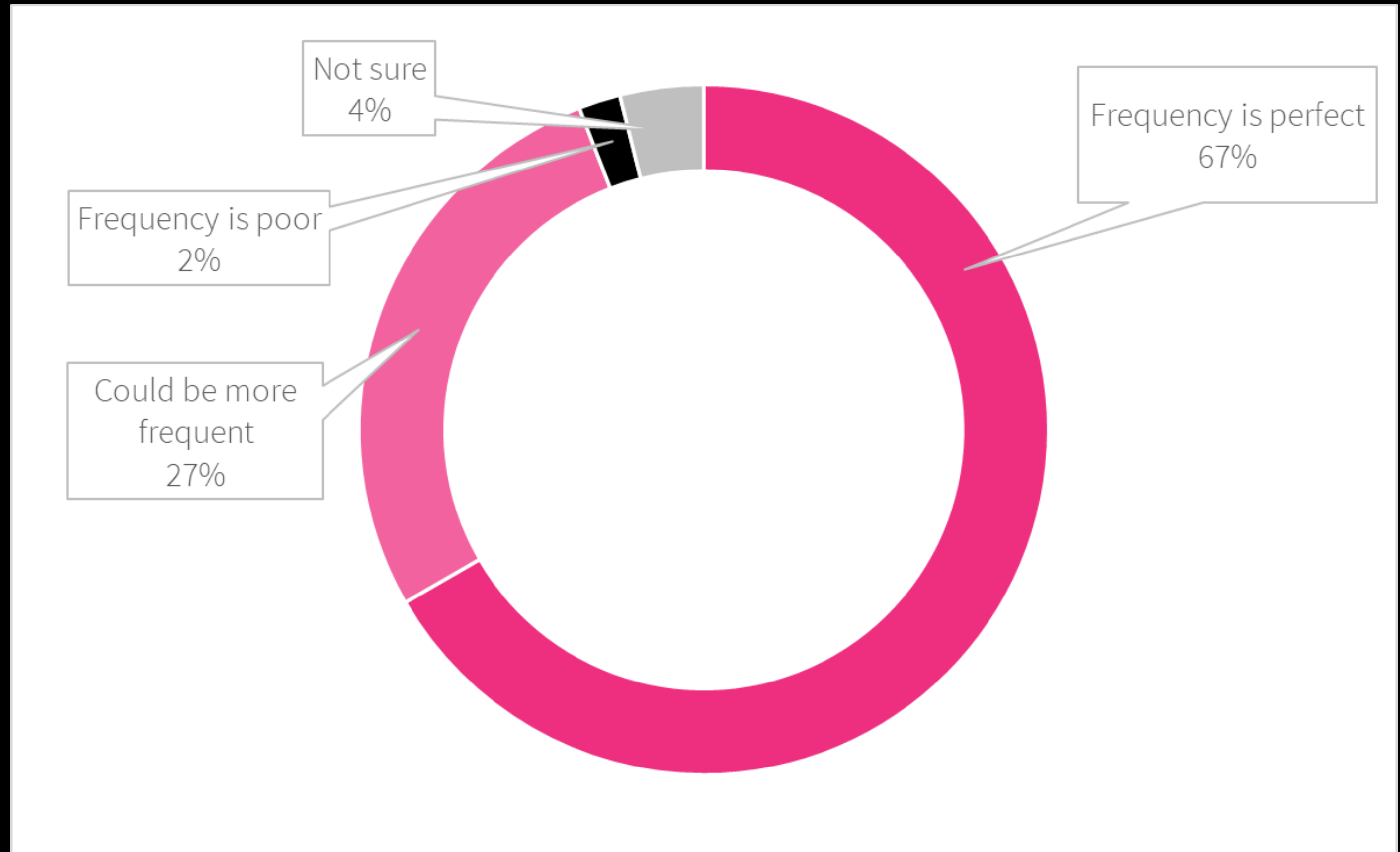
- Positive responses = 92%
- Neutral/undecided responses = 6%
- Negative responses = 2%



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How would you rate the frequency of the data you receive?

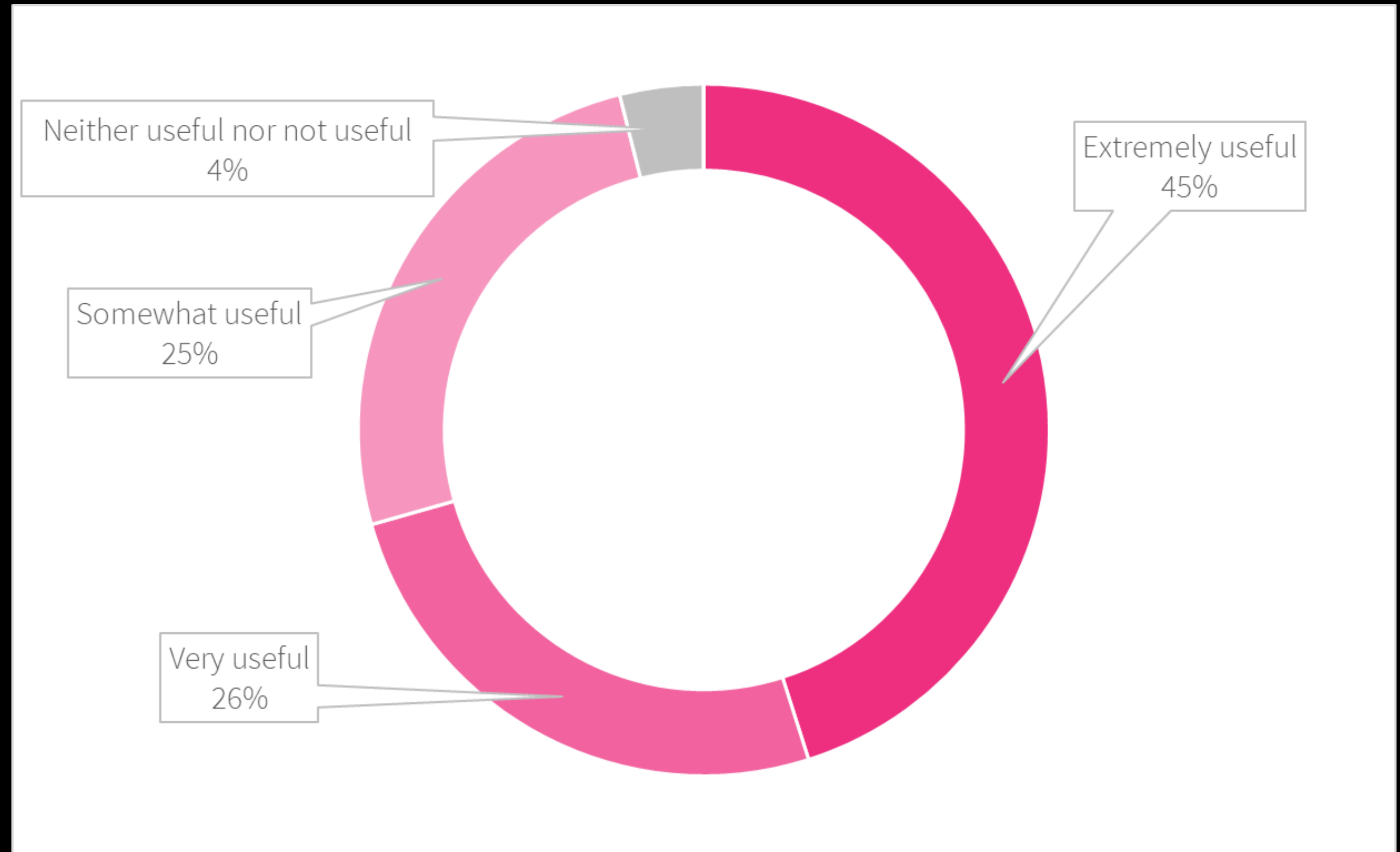
- Positive responses = 67%
- Neutral/undecided responses = 31%
- Negative responses = 2%



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How useful is the data you receive in assisting your role with clients?

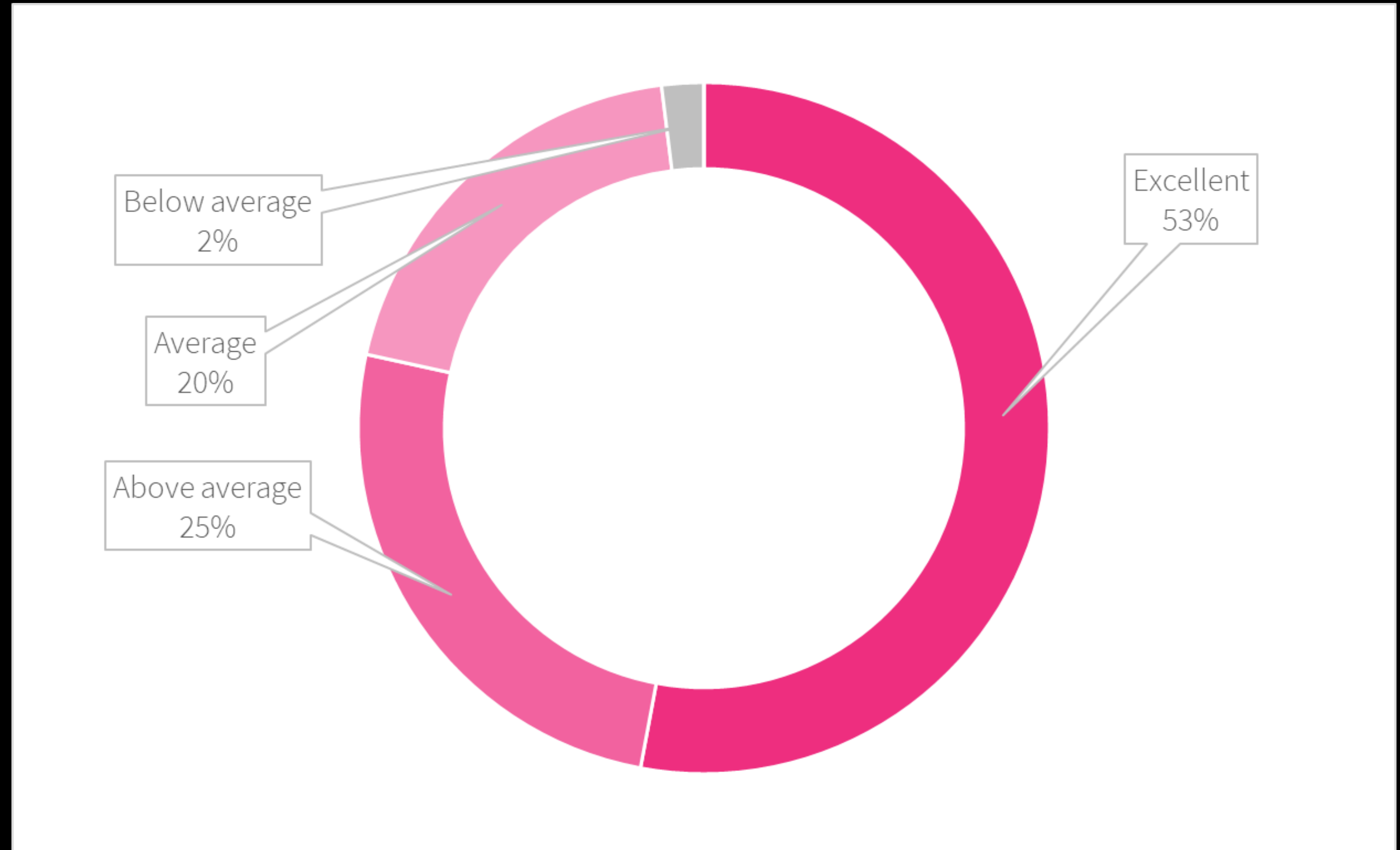
- Positive responses = 96%
- Neutral responses = 4%
- Negative responses = nil



Clever.

How would you rate the value for money of our investment services?

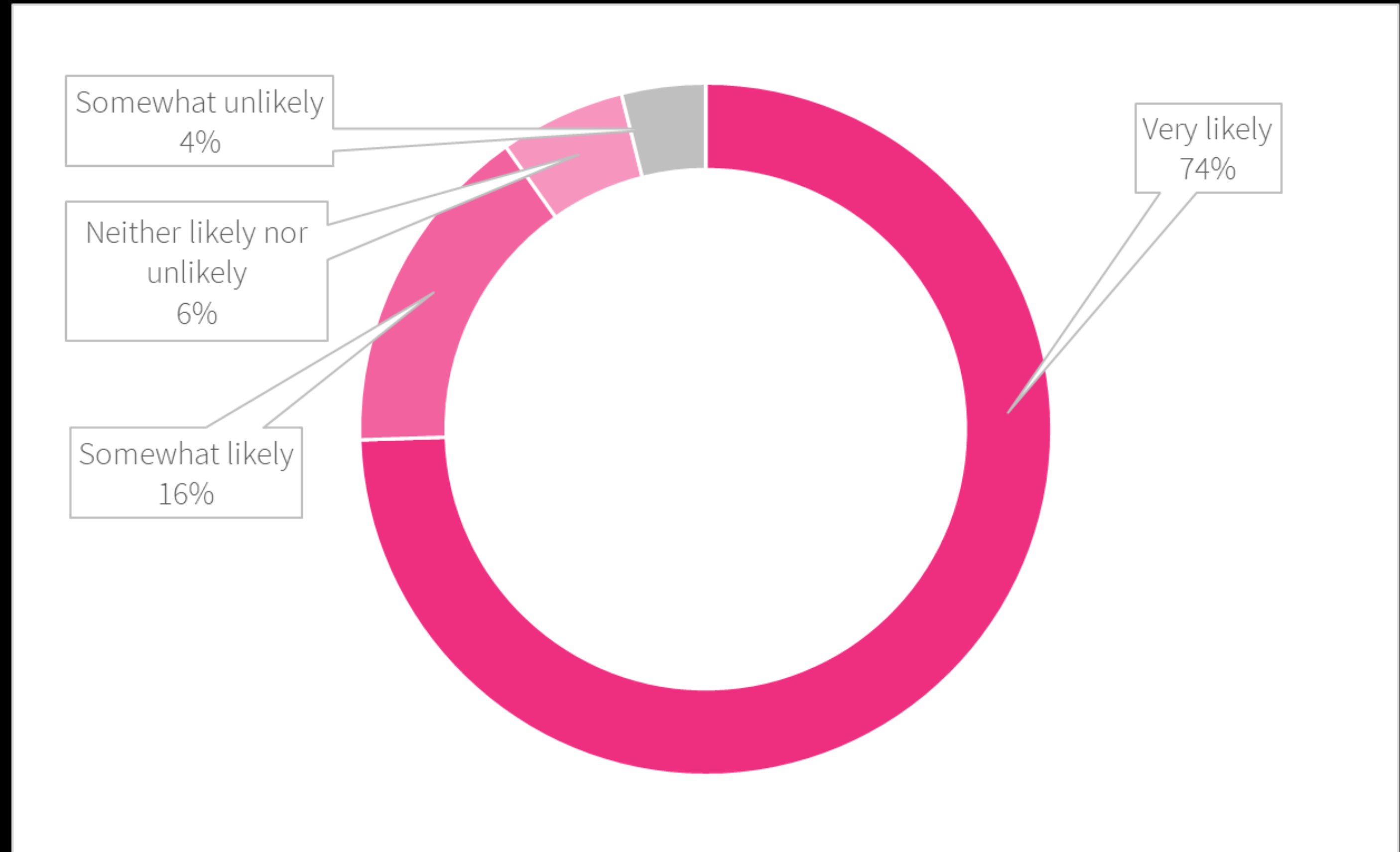
- Positive responses = 78%
- Neutral responses = 20%
- Negative responses = 2%



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How likely are you to assign more clients to Clever's investment services?

- Positive responses = 90%
- Neutral responses = 6%
- Negative responses = 4%



- Still early days but going well and the advisers like what they see.
- Very impressed with communications with staff and help to produce client facing documents.
- No I love the service! Thanks 😊
- Not at the present, as only just getting into the swing of things.
- Excellent product I'm a huge fan.

- I would use more often but for the agent as client terms in your agreement.
- When you send an email to me if it is not recognised with a connection to Clever Adviser I would not open it as I have too many emails that are just with a name and no connection
- I like the new Beta site. I will be happy when this is up and running. Drop VAT on your DFM proposition, seems to be the course of action others are taking.
- More transparency about how the criteria has been arranged for different IFAs. This has certainly had an impact on performance and our CAT portfolios have under-performed our in-house portfolios.
- A commentary on why funds have been switched would be useful
- An offering which provides natural income from OEICs/ISAs
- It would be good to have a brochure that explained how the Clever MPS works that could be branded and used with clients. Investment commentary of the Clever MPS portfolios would be useful.
- A better understanding of its shortcomings such as Charge basis 2 and 3 on OMW
- I would use the MPS more were it not for the "agent as client" in adviser contract.
- Competitors are launching lower priced/capped fee models. What plans do Clever have to remain competitive? For example, I have access to an MPS range, including a full suite of ESG options for 0.1% capped at £20 pm per client. This price differential means I have to sit up and take notice as the difference in cost to the client can be thousands."
- The main suggestion to would cut down on the amount of time it takes to communicate with clients, process and then get valuations uploaded. The fact that Clever Adviser is a standalone entity is both good and bad. If we were able to build links between existing back office to feed in values, issue coms etc, this would be helpful.
- More information on markets
- Easier ways to compare performance