

Tom French make customer feedback work for them...

Few would argue that client feedback is an extremely valuable source of customer intelligence, but how do firms collect and analyse feedback quickly and easily, and ensure that they can really make use of it?

Tom French & Associates are a specialist West Country firm with a team of over 40 independent advisers who have been advising clients for many years on all aspects of Savings, Investments and Pensions. With a large adviser and client base, Tom French & Associates wanted to implement a client feedback process to help them understand what their clients really thought about their service proposition. The aim being to enable the firm to react quickly to client feedback; and to use it to continually improve the way they do business, deliver service and attract new clients.

The Challenge

Tom French & Associates had implemented a client feedback process in the past but over time this had gradually fizzled out, largely because of the effort involved in running a manual, paper-based process. Response rates had been pretty low, around 5% on average and much time and effort was involved in collating responses. Producing meaningful analysis of the results was a difficult and time-consuming task. The firm wanted to proactively ask their clients what they thought about the service they offered but needed to ensure that the process was simple and cost effective with minimal impact on their everyday business practices.



The Solution

The firm decided to revisit their client feedback processes and implemented The Customer Feedback Centre from FinQS. TCF Centre is administered centrally by the Customer Relations Manager, Emma Hyams who quickly found that sending out the feedback requests to clients became a normal part of her weekly routine.

Making Client Feedback 'Business as Usual'

Emma was able to work on behalf of each adviser to ensure that their clients received a timely feedback request after each piece of new business was completed. The Bulk Import function on TCF Centre meant that Emma was able to run a report each week from their back office system and import this data thereby completely automating the process of sending out feedback requests. Emma comments;

"TCF Centre has made the process of asking our clients for feedback easy and simple to administer. It takes me very little time to send out feedback requests to our clients each week. TCF Centre is easy to use and provides clear information on what our clients really think about what we do, highlighting any concerns they may have and more importantly alerting us to good feedback that we can use for our testimonials."

**"TCF Centre made
the process of
asking our clients
for feedback easy"**

Emma Hyams

Client Services Manager
Tom French & Associates



"TCF Centre helps us to view our business from our clients' perspective"

Chris Glazier

Managing Director

Tom French & Associates

The Result

TCF Centre enabled Tom French & Associates to focus on the most important aspect of any customer feedback initiative, understanding what the responses tell them about their business and being able to take timely and effective action to address client concerns or adapt their service according to their clients' needs and wants.

Time savings and better response rates

Time and effort was taken out of the process of gathering the customer feedback so that it became part of 'business as usual' and within just 3 months of starting to use TCF Centre, response rates are already up to 37%. Feedback scores are automatically collated and traffic light icons highlight how advisers are performing across all areas of the advice process.

Management information to shape the service proposition

Chris Glazier, Managing Director at Tom French & Associates is now able to see management information across the business, both to support the FSA's Treating Customers Fairly requirements and to ensure that the firm is able to continually monitor and shape its service proposition. He says;

"TCF Centre helps us to view our business from our clients' perspective. We can measure how individuals are performing across the business, and quickly identify trends. It means we can ensure that what we do continues to meet the high expectations of our clients, and we can focus on delivering an excellent service. TCF Centre provides meaningful TCF management information and helps us in maintaining a culture that is truly focused on delivering fair outcomes."

Focus on delivering the best possible service

Tom French & Associates have been able to really put customer feedback to work for them. Knowing exactly what their customers think produces powerful results, something TCF Centre was able to deliver in a cost effective and efficient way.



A commitment to take action

Customer feedback is not simply a way for Tom French & Associates to validate what they do; instead they are able to ask for feedback with a real commitment to take action where needed, because TCF Centre has streamlined the process and allowed them to focus on continuing to deliver the best possible service to their clients.

To make customer feedback really work for your business, contact us now to arrange a demonstration of TCF Centre. Please email info@finqs.co.uk, telephone 01564 711153 or visit our website at www.finqs.co.uk

