

SESSION TWO

Delivering Exceptional Client Experiences Through Operational Discipline

A Customer Success Perspective

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What We Will Cover

01 The Client Experience Gap

Why operational discipline is the hidden driver of great CX

02 The Four Pillars

Data hygiene, workflow consistency, service cadence, team visibility

03 From Discipline to Delight

Connecting daily operations to moments that matter

04 Measuring What Matters

KPIs that link operational rigor to client outcomes

05 Quick Wins

Actionable steps you can implement this week



The Client Experience Gap

What clients actually feel:

- *"I had to re-explain my situation to the new associate"*
- *"Nobody followed up after the review meeting"*
- *"My account opening took 3 weeks — I never knew why"*
- *"I found out about the RMD deadline from my accountant, not my advisor"*

These aren't advice failures — they're operational failures.

86%

of clients will pay more
for a better experience



Defining Operational Discipline

The consistent, repeatable execution of processes that ensure no client falls through the cracks — regardless of who's handling the task.

WHAT IT IS

- Standardized data entry
- Automated task follow-ups
- Defined service tiers & cadences
- Real-time team visibility
- Consistent client touchpoints

WHAT IT ISN'T

- Rigid bureaucracy
- Over-engineered workflows
- One-size-fits-all service
- Micromanagement
- Replacing the human touch

WHY IT MATTERS NOW

- Client expectations are rising
- Advisor teams are growing
- Regulatory scrutiny increases
- Competition from digital-first
- Scalability demands consistency

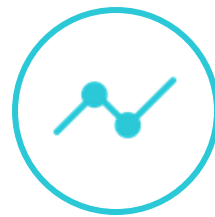


The Four Pillars of Operational Discipline



Data Hygiene & Standardization

Clean, complete, consistent records that power every downstream action



Workflow Consistency

Automated, repeatable processes that eliminate manual follow-up gaps



Service Cadence Management

Proactive, tiered engagement calendars that ensure no client is neglected



Team Accountability & Visibility

Dashboards and ownership that keep everyone aligned and accountable

Let's explore each pillar with practical Practifi strategies.



Pillar 1 Data Hygiene & Standardization

"If the data isn't right, nothing downstream can be."

COMMON PAIN POINTS

- Inconsistent naming conventions across teams
- Missing or outdated contact details and beneficiaries
- Client segments not maintained — tier drift
- Duplicate records fragmenting the client picture
- Custom fields populated inconsistently or never

YOUR PRACTIFI PLAYBOOK

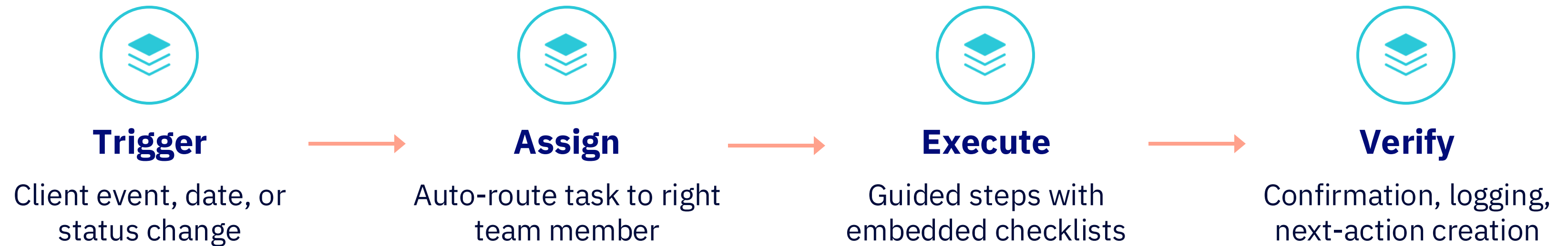
- Use validation rules to enforce required fields at key lifecycle stages
- Leverage Practifi's household model — link relationships, not just contacts
- Standardize service tier picklists so segmentation is consistent firm-wide
- Run quarterly data audits using list views and reports to catch gaps
- Use record types and page layouts to guide team data entry by role



Pro tip: Start with the 5 fields that matter most to your service model. Perfect those before expanding.



Pillar 2 Workflow Consistency & Automation



Critical workflows to standardize in Practifi.

New Account Opening

Eliminate the 3-week black hole. Map every step, assign owners, set SLAs.

Client Review Prep & Follow-Up

Use flows to auto-generate prep tasks 2 weeks before, follow-up tasks within 48 hours.

Money Movement Requests

Standardize approvals, documentation, and client communication at each stage.

Client Onboarding

First 90 days are make-or-break. Build a structured welcome journey with milestones.



Pillar 3 Proactive Service Cadence Management

Tier	AUM Range	Reviews	Touches	Signature Moments
Platinum	\$5M+	4x / year	Monthly	Birthday call, annual dinner, estate planning check-in
Gold	\$1M–\$5M	2x / year	Bi-monthly	Birthday email, semi-annual market update call
Silver	\$250K–\$1M	1x / year	Quarterly	Birthday email, annual newsletter
Bronze	< \$250K	1x / year	Semi-annual	Digital touchpoints, annual check-in

Making It Work in Practifi

- Assign service tiers to every client record — use picklists, not free text
- Build recurring task templates tied to each tier's cadence (reviews, calls, touchpoints)
- Use dashboards to monitor "days since last touch" and flag overdue clients



Pillar 4 Team Accountability & Visibility

Operational discipline only works when everyone can see the scoreboard.



Team Dashboards

Real-time views of open tasks, overdue items, upcoming reviews, and pipeline activity. Every team member sees their queue — and managers see the full picture.



Task Ownership

Every task has one owner and one deadline. No ambiguity about who is responsible. Practifi's task engine auto-assigns based on role, team, or client relationship.



Escalation Protocols

When a task goes overdue, automated alerts escalate to managers. Build escalation flows: 24hr → nudge, 48hr → manager alert, 72hr → leadership flag.



Collaborative Notes

Smart Notes on client records keep the full team in context. No more "what happened in that meeting?" — it's all on the record.



From Discipline to Delight

When ops run smoothly, your team has bandwidth for the moments that build loyalty.

Without Discipline

- ⚠ Team scrambles before client meetings
- ⚠ Follow-ups fall through the cracks
- ⚠ Clients repeat their story to each person
- ⚠ Reactive — problems found by clients first
- ⚠ Advisors buried in admin, not advising

With Discipline

- ☑ Review prep auto-generated 2 weeks early
- ☑ Automated task chains close every loop
- ☑ Full context available on every record
- ☑ Proactive — issues caught before clients notice
- ☑ Advisors freed up for relationship building

Discipline is the invisible foundation. Delight is the visible result.



Measuring What Matters

Track operational health AND client outcomes, not just one or the other.

Operational Health Metrics



Task Completion Rate

% of tasks completed on or before due date



Data Completeness Score

% of client records with all required fields populated



Workflow Cycle Time

Avg days from initiation to completion (account opens, transfers)



Overdue Task Count

Total overdue items, segmented by team and priority

Client Outcome Metrics



Service Cadence Adherence

% of clients receiving touchpoints per their tier schedule



Client Retention Rate

Annual client retention, segmented by service tier



Review Meeting Completion

% of scheduled reviews that actually happened on time



Time to Resolution

Avg days to resolve client requests or service issues



Build a Practifi dashboard that shows both columns side by side. Ops metrics predict CX outcomes.



Quick Wins You Can Start This Week



Audit Your Top 20 Clients' Records

Pull your top 20 by AUM. Check: are service tiers set? Household linked? Key dates populated? Fix gaps this week.

1–2 hours



Activate One Pre-Built Workflow

Pick your highest-friction process (likely account opening or review prep). Configure Practifi's pre-built flow and pilot with one advisor team.

2–3 hours



Create a "Days Since Last Touch" Report

Build a Practifi report showing clients sorted by days since last logged activity. Share it at your next team meeting.

30 minutes



Assign Task Ownership for Open Items

Review all unassigned or team-owned tasks. Assign a single owner and due date to each. No orphan tasks.

1 hour



Log Every Client Interaction This Week

Challenge your team: every call, email, and meeting gets logged in Practifi for 5 business days. Review the data on Friday.

Ongoing



Key Takeaways

- ★ Client experience isn't just about great advice — it's powered by operational rigor behind the scenes.
- ★ The four pillars — data, workflows, cadence, visibility — work together as a system, not in isolation.
- ★ Practifi gives you the tools. Discipline is the decision to use them consistently, every day.
- ★ Start small: pick one pillar, one quick win, and build momentum from there.

QUESTIONS & DISCUSSION

What's the biggest operational gap impacting your client experience today?

Thank You!