



BERRY & OAK

CHARTERED FINANCIAL PLANNERS

Client Satisfaction Survey Results

Berry & Oak
Data from Autumn 2017



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At Berry & Oak, our mission is always to deliver real value to our clients.

The financial advice and planning profession has undergone significant changes in recent years.

As a profession, adviser firms must conform to high levels of regulation and adapt to ever-changing legislation.

In addition, the Retail Distribution Review which came into force in 2013 required changes to ensure more transparency to consumers and raise standards of professionalism that inspire consumer confidence and build trust.

Under this backdrop it is important for advisers to understand how satisfied their client base is and their perceptions of the service provided. We have seen our financial planning skills change our clients' lives for the better and we want to ensure our clients are highly satisfied with the value we are providing and remain engaged with our planning process.

We knew from our 2015 client survey results and from other client comments we regularly receive that many were very happy with our financial planning work. However, we wanted to give our clients a further opportunity to share ideas on what (if anything) could be done by us to continue to improve. In total, 35 clients chose to give feedback on the service received from Berry & Oak in 2017 and share their ideas on how we can give the best financial planning service.

This document summarises the key insights from our Client survey and highlights what we intend to do in 2018 and beyond to initiate change and improvements. We wish to thank everyone who took part in the survey and shared their thoughts and comments.

Your contribution was invaluable to us.



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CERTIFIED FINANCIAL PLANNER^{CM} Professional



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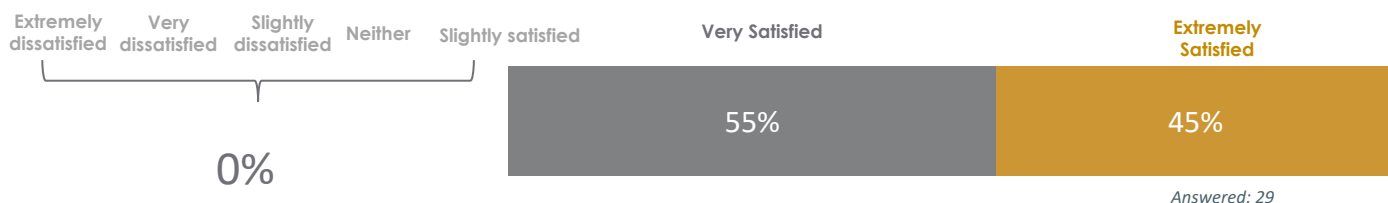
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We asked our clients “Overall, how satisfied or dissatisfied are you with the service provided by Berry & Oak?” Please use a scale of 1 to 7 where 1 is ‘Extremely dissatisfied and 7 is Extremely satisfied’



Overall Satisfaction

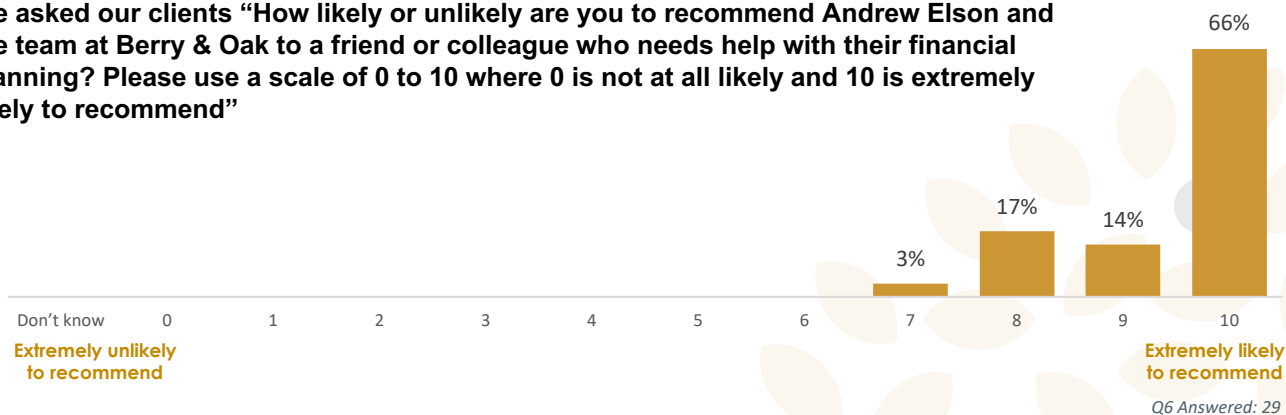
100%

Every client who completed the survey was very satisfied (gave 6 out of 7 or above) with service provided by Berry & Oak.

Overall the results of the client survey are very positive. Every client who took part in the research was “very satisfied” with the service. No one was dissatisfied with the service, or even ‘slightly satisfied’!

Just Over half answered ‘Very Satisfied’, with the remaining ‘Extremely satisfied’. **This is an increase of 10% from 2015** and we are delighted to see these results.

We asked our clients “How likely or unlikely are you to recommend Andrew Elson and the team at Berry & Oak to a friend or colleague who needs help with their financial planning? Please use a scale of 0 to 10 where 0 is not at all likely and 10 is extremely likely to recommend”



Our clients being likely to recommend us is the best indication we are serving and looking after our clients well. Our clients can feel good about recommending our services to their network of friends and family when they see a need. **This is an increase of 9% from 2015** and we are delighted to see these results.

These results are really pleasing to us and shows our hard work and business processes are paying off. However we know we can always improve and have some ideas, detailed later in the report.

81%

Extremely likely to recommend

The majority of clients are ‘Extremely likely’ (9 or 10) to recommend Berry & Oak to a friend or colleague

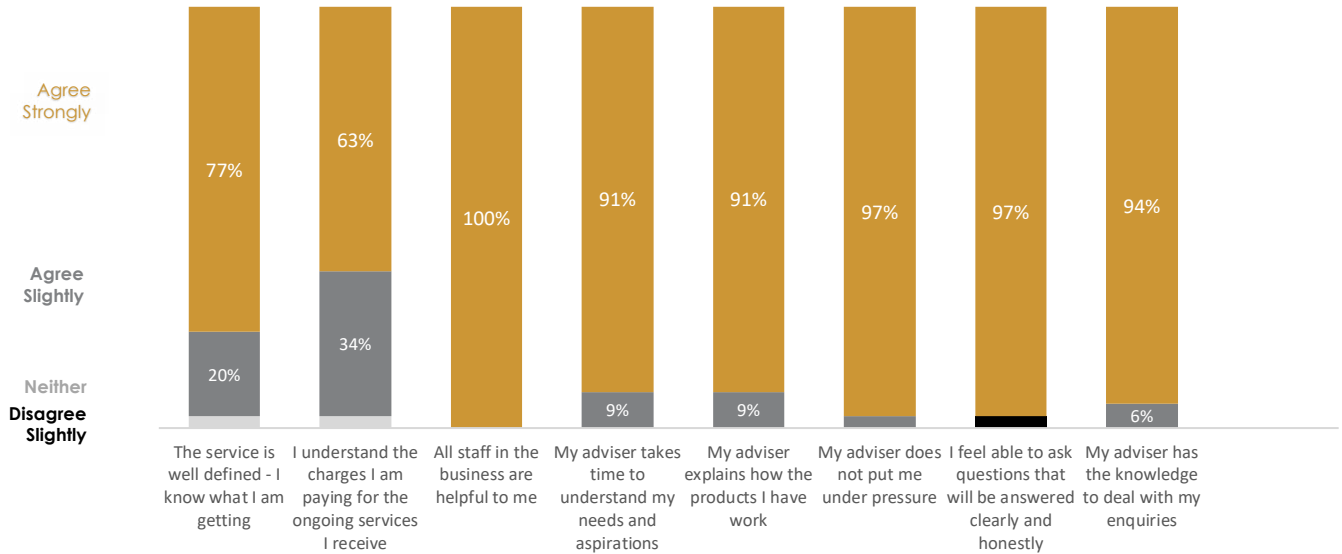


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We asked our clients “How satisfied are you with the following aspects of the service and advice you receive from Andrew Elson and the team at Berry & Oak? Please answer on a scale of 1 to 5 where 1 is completely dissatisfied and 5 is completely satisfied”

As with overall satisfaction, no respondent was dissatisfied with any aspect of the service they receive from Andrew or the team. In fact, the majority of clients were ‘Very’ satisfied for every metric (5 out of 5).



Answered: 35

100%

Helpful Staff

This was the most positive statement with every client agreeing that all staff in the business were helpful. We take pride in recruiting the best and investing in our team, and we feel this is reflected by these results.

100%

Excellent Knowledge

All client's agree that Andrew's knowledge is very high, testament to his Chartered and Certified Financial Planner qualifications and years of experience..

97%

No Pressure

Every client agrees that they do not feel put under pressure when dealing with Andrew. This shows the extent of Andrew's professional manner with clients and our commitment to providing an excellent customer experience

97%

Clarity on Fees

Our clients agree that they understand what they are getting, how their products work. and the fees they are charged. We will continue to provide even more clarity and ensure we improve communication with our clients across these areas.



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We asked our clients what extent they enjoyed our newsletter and other communications:

- Our summary of Berry & Oak Investment Management Communication is valued **90% agree**
- Our Email Newsletter is informative and helpful **79% agree**

Answered: 29

These results are encouraging and we will continue working to ensure all our communication to you is helpful, worthwhile and concise to keep you informed and save you time.



What are we doing now?

Below are some of the things we are planning to do in our commitment to improving our service further :

#1

Online Data Portal

We will be launching an online data portal in early 2018. This will be available 24/7 to our clients on the PC / iPad or mobile phone and will allow our clients to see their portfolio valuations, action lists and also store any financial documents and correspondence.

#2

Planning with Balance

For client meetings we plan to have a male and female present. This will allow us to give a 360 degree view on your planning from a male and female perspective.

#3

Meeting Agenda's

A new range of meeting agenda's will be developed and rolled out in 2018, and issued to you before the meeting, so you know what to expect.

#4

Faster communication

We have put in place an internal process to ensure that after your meeting with us an email and summary of any agreed actions is sent out with 48 hours of the meeting.