

Part of the Resilient Advisory Business™ eBook Series | Jay Coulter, CFP®, CIMA®

THE **AB CLIENT TOUCHPOINT SYSTEM™**



How to Build a World-Class Client Touchpoint System

S. Jay Coulter, CFP®, CIMA®





THE AB CLIENT TOUCHPOINT SYSTEM™

A Client Communication System
For Financial Advisors

S. Jay Coulter, CFP®, CIMA®

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Building A Client Experience System

When I started consulting directly with financial advisors and firms, one thing stood out to me more than anything else. Most advisors are not confident that they are taking good care of their clients! Shockingly, I have found a great majority of advisors feel an annual review, birthday card and some type of frivolous gift during the holidays count as 'client service.'

This lack of depth and low level of service is exactly why so many advisors struggle with the overwhelming feeling they just aren't doing enough for their clients. The unfortunate reality is they are not, and it is causing professional stress and presents a risk of client attrition.

Where to Start?

There are many great client communication solutions and systems for financial advisors who are struggling with this aspect of their business. Naturally, I am biased towards my firms' **AB Client Touchpoint System**, but any reputable system will help your business. It is only important that you have a system!

I have had the opportunity to host Duncan MacPherson on my podcast, *The Resilient Advisor*. His firm, [Pareto Systems](#), has a great client service system and philosophy on how to turn it into a referral system. Likewise, the teams at [Supernova Consulting](#) have had a positive impact on the businesses of many financial advisors I've encountered over the years. [The Oechsli Institute](#) also has a great program as well. I attended their

Rainmaker Weekend decades ago when I was running an advisory team and their workshops are first class.

Why do I write so gushingly about my competition? Because I know, without exception, that **if you implement any worthwhile client communication system, it will *change your life as a financial advisor***. I have witnessed careers take off thanks to the implementation of a thoughtful system. I have seen the dramatic impact on financial advisors and their entire teams. Building a high functioning service system will not only give you more time in your day and increase the general happiness your people, it will create new business opportunities.

The Importance of a Touchpoint System

Before I explain how my system works, I would like to emphasize why a touchpoint system is so important. In my experience, **most advisors struggle with bringing on new clients when they are not confident in their level of service to existing clients**. It only makes sense: They are not able to enthusiastically solicit new relationships when they are not taking care of their existing ones! **The AB Client Communication System is radically simple by design**. Complex systems rarely lead to success. As an advisor, it is crucial to have a system that is simple and easy to use, as it plays a vital role in your business.

As an industry consultant, I have witnessed first hand how implementing a robust yet simple client service system can transform careers. This is not an exaggeration. When you create a system that ensures you are in the best position to serve your clients, you **eliminate the uncertainty of whether you've done enough**. This clarity reduces stress and frees up valuable time.

With this extra time, you can focus on your family, engage in charitable pursuits, or develop new business opportunities.

If you are not sure whether you have a rock-solid client service system or not, answer this simple question:

What and when are your next three communication touchpoints with your fifth largest client?

Usually when I ask that question, I get the “deer in the headlights” look. If this is you, please do not feel embarrassed as over 90% of the advisors I have worked with were not able to answer the question at the beginning of a consulting engagement.

The AB Client Touchpoint System™

The backbone of your Client Experience System requires a well-thought-out and simple-to execute process. The AB Client Touchpoint System™ empowers financial advisors to both grow and recapture time back in their day.

There are six components of the AB Client Touchpoint System™:

- 1. Technology**
- 2. Client Segmentation**
- 3. Touchpoint Frequency & Type**
- 4. Stress Testing Your System**
- 5. Implementation**
- 6. Resource Integration**



Technology

Choose a technology provider that makes the most sense for your business. It could be your firm's CRM, Outlook, or even an Excel-based program. The key to success with this system is simplicity as well as a recurring task function that runs in perpetuity. I am a HUGE fan of [Wealthbox](#) for this system and the AB Client Communication System is pre-built as a workflow and available for free to all users.

If you are uncomfortable with CRMs or Excel, I would encourage you as an advisor to strongly consider reevaluating your attitude toward technology in your practice. **The unfortunate reality is the advisor who relies on memory and luck will struggle to maintain their client relationships and grow their business.**



Client Segmentation

Over the past three decades, I have seen many different types of segmentation programs. Generally speaking, they are always designed to benefit the person/company providing the analysis and segmentation. For example, the wirehouse analysis may have a bias toward encouraging lending, while an analysis built by an asset manager or insurance company usually supports allocations to their products. **The ABZ Segmentation Process** I recommend is designed to help you and your clients.

First, your client base should be segmented into three distinct groups (ABZ) outlined below. This starts with a quantitative analysis. Then the groups are modified using the advisor's subjective/qualitative lens. If you are not working with someone from my team, here is how you can build it yourself:

1. Create a list of your clients, prioritized by revenue, with the highest revenue client at the top. (Please do this in Excel or Google Sheets)
2. Identify the top 50% of your revenue. Generally, advisors are surprised to find it's only about 6-12% of the households in their book of business. This group of clients will start out as your "A" clients.
3. Identify the next 30% of your revenue and label them as "B" clients. Simple math says your "A" and "B" clients represent the top 80% of revenue in your book of business. **By identifying how many clients drive 80% of your results, you are reverse engineering the Pareto Principle, which says 20% of your activity drives 80% of your results.**
4. The bottom 20% should be labeled "Z" clients. We also refer to these clients **"Anchors,"** as this group usually accounts for an outsized portion of the problems an advisor experiences in their business.
5. Apply the qualitative lens that only you, as the advisor, can use. Make sure your clients are segmented in the most appropriate manner.



Touchpoint Frequency & Type

Over the years, I have tried many different types of touchpoint systems. It is my strong opinion, based on real world application, that **complicated systems do not work**. The frequency and type of touchpoint added to a system is where the rubber meets the road, as they say. **Success or failure comes down to simplicity.**

Touchpoint Frequency: As outlined in the chart below, A clients will receive 12 touchpoints per year, of which four are “business” and eight are “social.” The clients segmented B receive six touchpoints per year, with two of them in the “business” category and four in “social.” **It is radically simple by design.**

Touchpoint Frequency



	Total Touchpoints	Business Touchpoint	Social Touchpoint
A	12	4	8
B	6	2	4

What you choose to do with clients in the Z segment is up to you. As a matter of best practice, I recommend at least one touch per year. Make sure to check with your firm's compliance officer to ensure you are doing the firm's required amount of touches at a minimum.

Touchpoint Type: This is where the complexity of most client experiences fails financial advisors. Systems that dictate daily activities on a granular level are difficult to execute over the long term. If the system is telling you to send an email one day to a client, then schedule a review a couple of weeks later, it will inevitably fail.

A robust system requires flexibility and that is what the AB Client Touchpoint System provides. Using this system, an advisor will have a choice, when prompted, to touch the client with either a business or social touch. The most popular types of touches for each of the categories are outlined in the graphic below. The flexibility provided by the system to empower the advisor to choose the type of touch is what makes it so effective.

Business



Advocate Event



Face to Face Review



Phone Review



Review Note



Email Review

Social



Wow Gift



Face to Face Event



Personal Phone Call



Handwritten Note



Digital (Social Media/Email)



The Stress Test

A very important component of the system is the ability to understand *exactly* how much time you will be spending on proactive client service each year.

Usually two things are very eye-opening to financial advisors when they examine the time commitment for their system.

- First, they don't need to spend as much time servicing their Z clients as they have been over the years.
- Second, they now have more free time in their business day to pursue new clients.

They are able to do this with confidence, knowing their existing clients are being taken care of systematically.

Note: Advanced teams should spread the touches around the team so that the client hears from each member.



Implementation

Now that you know exactly who you serve, how often, and through which touchpoints, it is time to build your system. **I highly recommend leveraging a CRM system and customizing it for your practice.**



Resource Integration

Leveraging Best-in-class resources: Take advantage of the tools that you already use to serve your clients. This will enhance your client communication system and elevate the client experience.

Next, we will show you how some of the top advisor tools are used in conjunction with the AB Client Communication System.

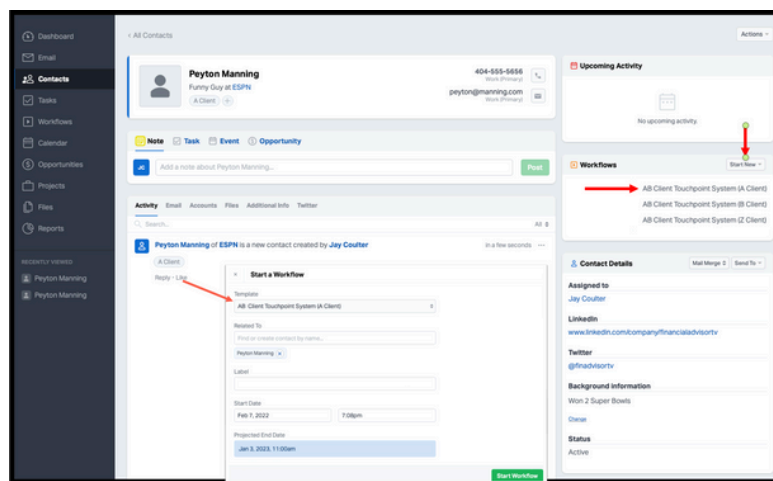




BEST-IN-CLASS CRM & CLIENT TOUCHPOINT SYSTEM



Wealthbox CRM: Through a partnership with Wealthbox, you can download the AB Client Touchpoint System Workflows into your CRM. Simply email support@wealthbox.com and ask for them to be added to your account.



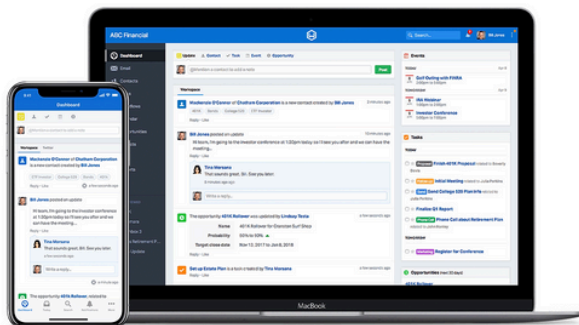
Best-In-Class CRM

The backbone of your tech stack

Robust mobile application

Serves as the operating system of your business

Systematizes client communications



**BEST-IN-CLASS CRM & CLIENT TOUCHPOINT SYSTEM****Wealthbox****AB
Touchpoint
System**

Wealthbox CRM + The AB Client Touchpoint System Webinar: Learn how to leverage the powerful Wealthbox CRM with the AB Client Touchpoint System in this collaborative webinar.



Wealthbox Implementation: Learn how **Resilient Advisor** can help you build out your custom CRM system with Wealthbox.

**LEARN MORE****Best-In-Class CRM & Client Touchpoint System****Wealthbox****AB
Touchpoint
System**



Use Planning Outcomes with fpPathfinder

Add Financial Planning Objectives To Your AB Touchpoint System:

fpPathfinder is an industry leading resource empowering advisors to confidently deliver consistent planning advice. **Resilient Advisor** has teamed up with fpPathfinder to provide FREE resources every quarter so that you can enhance your Business Touches!

Download Your 2024 Guides

1Q 2024



2Q 2024



3Q 2024



4Q 2024



fpPATHFINDER

Confidently Provide Consistent Advice

Stay on top of the latest planning rules and ensure planning opportunities are not missed with fpPathfinder as your internal reference tool.

[Learn More](#)

Enhance Client Engagement And Demonstrate Your Value

Be the expert and show clients the value you provide with white-labeled checklists, flowcharts, and summary guides.

[Learn More](#)

Systematize Client Communication and Meetings

Create productive and efficient client and prospect meetings with interactive checklists to help you uncover planning opportunities in advance.

[Learn More](#)



Use Planning Outcomes with fpPathfinder

Learn How To Add fpPathfinder To Your AB Touchpoint System:

fpPathfinder hosted a webinar where we were able to go deep on how to use their guides and resources in conjunction with the AB Touchpoint System.



fpPATHFINDER





Use Investment Research with YCharts

YCHARTS

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Use Investment Research with YCharts

YCHARTS

Leverage The Monthly Market Wrap: Have deeper conversations and demonstrate the breadth of your investment capabilities each month by leveraging timely market data branded for your firm.

YCHARTS

Monthly Market Wrap June 2024

Released July 1, 2024

Best-Performing S&P 500 Stocks of the Month

Ticker	Name	Jun Price Returns	YTD Price Returns	Industry	Sector
ADBE	Adobe Inc	▲ 24.9%	▼ -6.9%	Software	Information Technology
CCL	Carnival Corp	▲ 24.1%	▲ 1.0%	Hotels, Restaurants & Leisure	Consumer Discretionary
ADSK	Autodesk Inc	▲ 22.7%	▲ 1.6%	Software	Information Technology
CRWD	CrowdStrike Holdings	▲ 22.2%	▲ 50.1%	Software	Information Technology
AVGO	Broadcom Inc	▲ 20.8%	▲ 43.8%	Semiconductors & Semi Equipment	Information Technology
ORCL	Oracle Corp	▲ 20.5%	▲ 33.9%	Software	Information Technology
HPE	Hewlett Packard Enterprise	▲ 19.9%	▲ 24.7%	Tech. Hardware, Storage, Peripherals	Information Technology
NOW	ServiceNow Inc	▲ 19.7%	▲ 11.3%	Software	Information Technology
FDX	FedEx Corp	▲ 18.1%	▲ 18.5%	Air Freight & Logistics	Industrials
QRVO	Qorvo Inc	▲ 17.9%	▲ 3.0%	Semiconductors & Semi Equipment	Information Technology

[View and Modify in YCharts →](#)

Asset Class Performance

YTD Total Return	1 month Total Return	3 month Total Return	6 month Total Return	1 year Total Return	Total Return	Total Return	Total Return
US Growth 20.7%	US Growth 6.7%	US Growth 8.9%	US Growth 20.7%	US Growth 33.5%	Commodities 12.7%	US Growth 19.3%	US Growth 16.3%
S&P 500 15.3%	Emerging Markets 4.0%	Emerging Markets 5.1%	S&P 500 15.3%	S&P 500 24.6%	US Growth 11.3%	S&P 500 15.0%	S&P 500 12.5%
Commodities 11.1%	S&P 500 5.6%	S&P 500 4.3%	Commodities 11.1%	Commodities 15.0%	S&P 500 10.0%	US Value 9.0%	US Value 8.2%
Emerging Markets 7.7%	US Real Estate 2.0%	Commodities 0.7%	Emerging Markets 7.7%	US Value 13.1%	US Value 5.5%	Commodities 8.3%	US Small 7.0%
US Value 6.6%	Muni Bonds 1.5%	US Treasuries 0.1%	US Value 6.6%	Emerging Markets 13.0%	World exUSA 3.4%	World exUSA 7.1%	US Real Estate 5.8%
World exUSA 5.4%	Commodities 1.4%	Aggregate Bonds 0.1%	World exUSA 5.4%	World exUSA 11.8%	Muni Bonds -0.9%	US Small 6.9%	World exUSA 4.8%
US Small 1.7%	US Treasuries 1.0%	Muni Bonds 0.0%	US Small 1.7%	US Small 10.1%	US Real Estate -1.9%	Emerging Markets 3.5%	Emerging Markets 3.2%
Muni Bonds -0.4%	Aggregate Bonds 0.9%	World exUSA -0.4%	Muni Bonds -0.4%	US Real Estate -0.8%	US Small -2.4%	US Real Estate 3.0%	Muni Bonds 2.4%
Aggregate Bonds -0.7%	US Small -0.9%	US Real Estate -1.7%	Aggregate Bonds -0.7%	Muni Bonds 5.2%	Aggregate Bonds -3.0%	Muni Bonds 1.2%	Aggregate Bonds 1.3%
US Treasuries -0.9%	US Value -0.9%	US Value -2.2%	US Treasuries -0.9%	Aggregate Bonds 2.6%	US Treasuries -3.3%	Aggregate Bonds -0.2%	US Treasuries 0.9%
US Real Estate -2.9%	World exUSA -1.6%	US Small -3.3%	US Real Estate -2.9%	US Treasuries 1.9%	Emerging Markets -4.7%	US Treasuries -0.7%	Commodities -3.1%

*Data as of 6/30/2024

Asset	Index
US Real Estate	Dow Jones US Real Estate Index Total Return
US Growth Stocks	Russell 1000 Growth Total Return
Commodities	S&P GSCI Total Return
US Small Cap	Russell 2000 Total Return
S&P 500	S&P 500 Total Return
US Value Stocks	Russell 1000 Value Total Return
World ex USA	MSCI World Ex USA Total Return
Emerging Markets	MSCI Emerging Markets Total Return
Aggregate Bonds	Barclays US Aggregate Total Return
Muni Bonds	Barclays Municipal Bond Total Return
US Treasuries	Barclays US Treasury Total Return

YCHARTS



Use Investment Research with YCharts

YCHARTS

Leverage The Quarterly Economic Update: Email the Economic Update to your clients that want a deeper understanding of the economy and markets.

Asset Class Performance – Quarter by Quarter

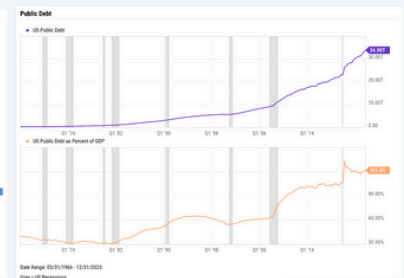
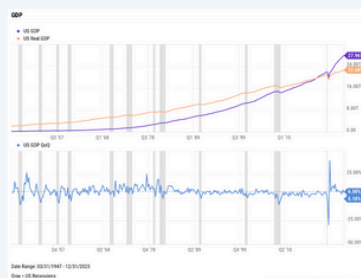
3/31/2024	12/31/2023	9/30/2023	6/30/2023	3/31/2023	12/31/2022	9/30/2022	6/30/2022	3/31/2022	12/31/2021	9/30/2021	6/30/2021	3/31/2021	12/31/2020	9/30/2020
US Growth 11.4%	US Real Estate 18.0%	Commodities 16.0%	US Growth 12.8%	US Growth 14.4%	World exUS 16.3%	US Small 2.2%	Commodities 2.0%	Commodities 93.1%	US Real Estate 14.0%	Commodities 5.2%	US Growth 11.9%	US Small 12.7%	Emerging Markets 15.9%	US Growth 11.2%
S&P 500 10.6%	US Growth 14.2%	Emerging Markets 2.8%	S&P 500 8.7%	World exUS 8.2%	US Value 12.4%	Muni Bonds -5.5%	US Treasuries -0.7%	S&P 500 11.6%	US Real Estate 11.7%	US Small 11.9%	US Real Estate 11.7%	US Small 11.9%	Emerging Markets 16.5%	S&P 500 9.5%
Commodities 10.4%	US Small 14.0%	US Treasuries -0.1%	US Small 5.2%	Emerging Markets 7.5%	S&P 500 7.5%	Emerging Markets -5.6%	US Treasuries -0.6%	S&P 500 11.0%	US Real Estate 11.0%	S&P 500 8.5%	S&P 500 7.7%	World exUS 14.5%	US Small 4.9%	Commodities 4.6%
US Value 9.0%	S&P 500 11.7%	US Growth -0.1%	US Value 4.1%	Emerging Markets 7.8%	S&P 500 7.8%	US Treasuries -4.8%	Aggregate Bonds -4.7%	World exUS -4.7%	US Value 7.8%	S&P 500 6.8%	S&P 500 6.2%	World exUS 14.5%	US Small 4.9%	Commodities 4.6%
World exUS 5.7%	World exUS 10.6%	US Value -0.2%	World exUS 3.3%	US Treasuries 8.0%	US Small 6.2%	Emerging Markets -11.3%	US Treasuries -5.6%	World exUS 3.2%	US Treasuries 0.1%	US Value 5.9%	World exUS 6.2%	S&P 500 12.1%	US Small 4.9%	Commodities 4.6%
US Small 5.2%	US Value 9.5%	Aggregate Bonds -0.3%	US Real Estate 2.6%	Aggregate Bonds 2.6%	US Real Estate 4.4%	US Value -12.2%	Aggregate Bonds -12.2%	US Small 2.1%	Aggregate Bonds 0.1%	US Value 5.2%	World exUS 4.2%	S&P 500 12.1%	US Small 4.9%	Commodities 4.6%
Emerging Markets 7.9%	Emerging Markets -0.9%	Emerging Markets -0.9%	Muni Bonds 2.8%	Muni Bonds 2.8%	Muni Bonds 4.1%	US Value -14.4%	World exUS -14.4%	US Real Estate -14.5%	US Real Estate -14.5%	US Small 0.7%	World exUS -0.8%	US Growth 0.9%	US Real Estate 2.1%	Commodities 4.6%
Muni Bonds -0.4%	Muni Bonds 7.9%	Muni Bonds -0.9%	Muni Bonds -0.1%	US Small 2.7%	Commodities 3.4%	World exUS -8.1%	Commodities -10.3%	S&P 500 -10.3%	Emerging Markets -9.9%	US Treasuries 0.2%	US Treasuries 0.2%	US Treasuries 0.2%	US Treasuries 0.2%	US Treasuries 0.2%
Aggregate Bonds -0.8%	Aggregate Bonds 6.8%	World exUS -4.0%	Aggregate Bonds -0.8%	US Real Estate 1.4%	US Growth 2.2%	US Small -10.4%	US Small -10.4%	US Small -10.4%	US Small -10.4%	US Small -10.4%	US Small -10.4%	US Small -10.4%	US Small -10.4%	US Small -10.4%
US Treasuries -1.0%	US Treasuries 5.7%	US Small -5.1%	US Treasuries -1.4%	US Treasuries 1.0%	Aggregate Bonds 1.9%	US Growth -11.4%	US Growth -11.4%	US Growth -11.4%	US Growth -11.4%	US Growth -11.4%	US Growth -11.4%	US Growth -11.4%	US Growth -11.4%	US Growth -11.4%
US Real Estate -1.1%	Commodities -10.7%	US Real Estate -8.6%	Commodities -2.7%	Commodities -4.9%	US Treasuries 0.7%	US Growth -9.0%	US Growth -9.0%	US Growth -9.0%	US Growth -9.0%	US Growth -9.0%	US Growth -9.0%	US Growth -9.0%	US Growth -9.0%	US Growth -9.0%

Economic Update

A Closer Look at Q1 2024 Data

Released April 2024

GDP & Public Debt



View & Modify in YCharts

View & Modify in YCharts

A Final Note on Your Client Touchpoint System

Building and implementing a Client Experience System is a large undertaking.

It will help you optimize your practice for better service, growth and more free time.

The implementation of your Client Touchpoint System is not the end the opportunity in front of you.

Our Revenue Model Matrix exercise will help you find opportunities inside your existing book of business.

But first...a fable.



A Story – Acres of Diamonds

There is an old story of an African farmer, as told often by [Earl Nightingale](#), that has had an impact on the professional lives of thousands of people. Here is a condensed version:

A farmer heard tales about other people in his region who had made millions by discovering diamond mines. These tales so excited the farmer that he could hardly wait to sell his farm and go prospecting for diamonds himself. He sold his farm and spent the rest of his life wandering the continent searching unsuccessfully for the gleaming gems that brought such high prices. Worn out and in despair, he eventually threw himself into a river and drowned.

Meanwhile, the man who had bought his farm happened to be crossing the small stream on the property one day, when suddenly there was a bright flash from the stream bottom. He bent down and picked up a shiny stone, then brought it home and put it on his fireplace mantel as an interesting curiosity.

Several weeks later, a visitor picked up the stone, looked closely at it, and nearly fainted. He asked the farmer if he knew what he'd found. When the farmer said no, that he thought it was a piece of crystal, the visitor told him he had found one of the largest diamonds ever discovered.

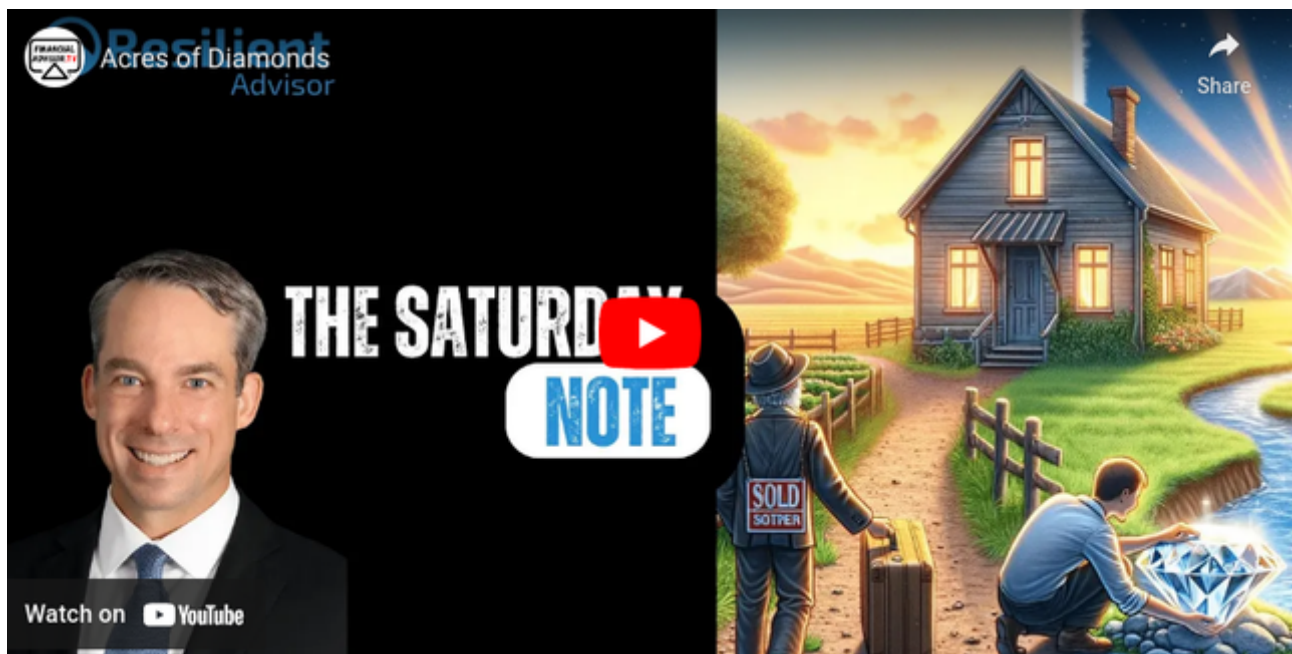
*The farm the first farmer had sold so that he might find a diamond turned out to be one of the most productive mines on the entire continent. **The first farmer had owned acres of diamonds. But he sold them for practically nothing in order to look for them elsewhere.** If the first farmer had only taken the time to study and prepare himself to learn what diamonds looked like in their rough state, and to thoroughly explore the property he had before looking elsewhere, all of his wildest dreams would have come true.*

This story is one of my most popular **Saturday Notes** ([Link](#)) for a reason:

Every financial advisor has their own “Acres of Diamonds” in their personal and professional network. The *Revenue Model Matrix Exercise* will help you mine your own farm to find those proverbial diamonds.

Your current client base is your own ACRES OF DIAMONDS!

Watch The Acres of Diamonds Fable ([Link](#))



The Revenue Model Matrix Exercise

Step 1: Download the Revenue Model Matrix Excel worksheet: [Link](#)

Step 2: Add your clients to the worksheet and segment using the following criteria:

Advocate: A client who has either referred or introduced you to a new high networth relationship in the past 18 months. These are the highest value clients.

Client: A relationship where you are handling all of their finances.

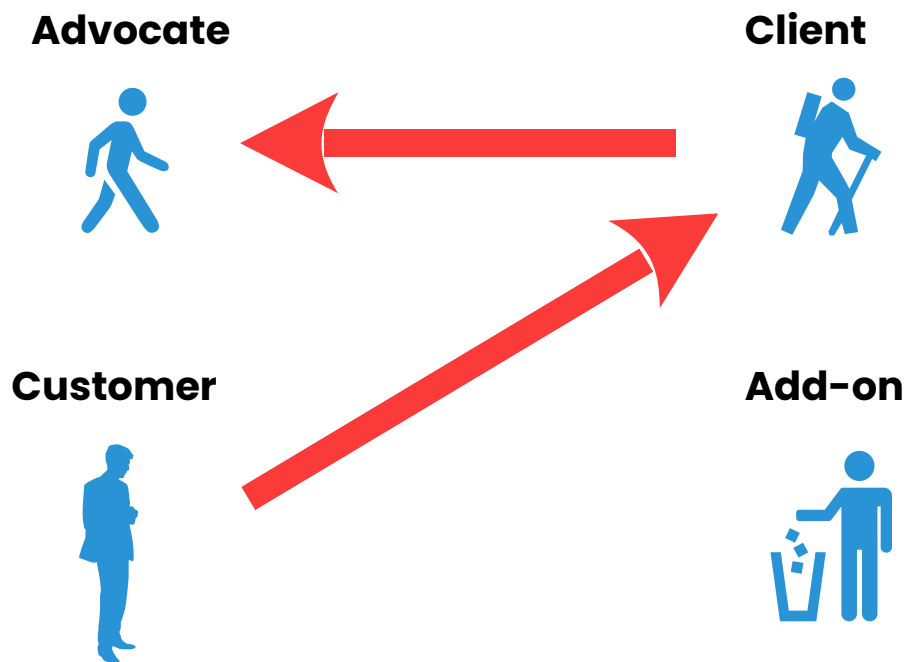
Customer: A relationship where you are handling only some of their finances. This clearly represents an opportunity to expand wallet-share.

Add-on: A relationship where you are handling their accounts because of a relationship they have with one of your other more profitable clients.

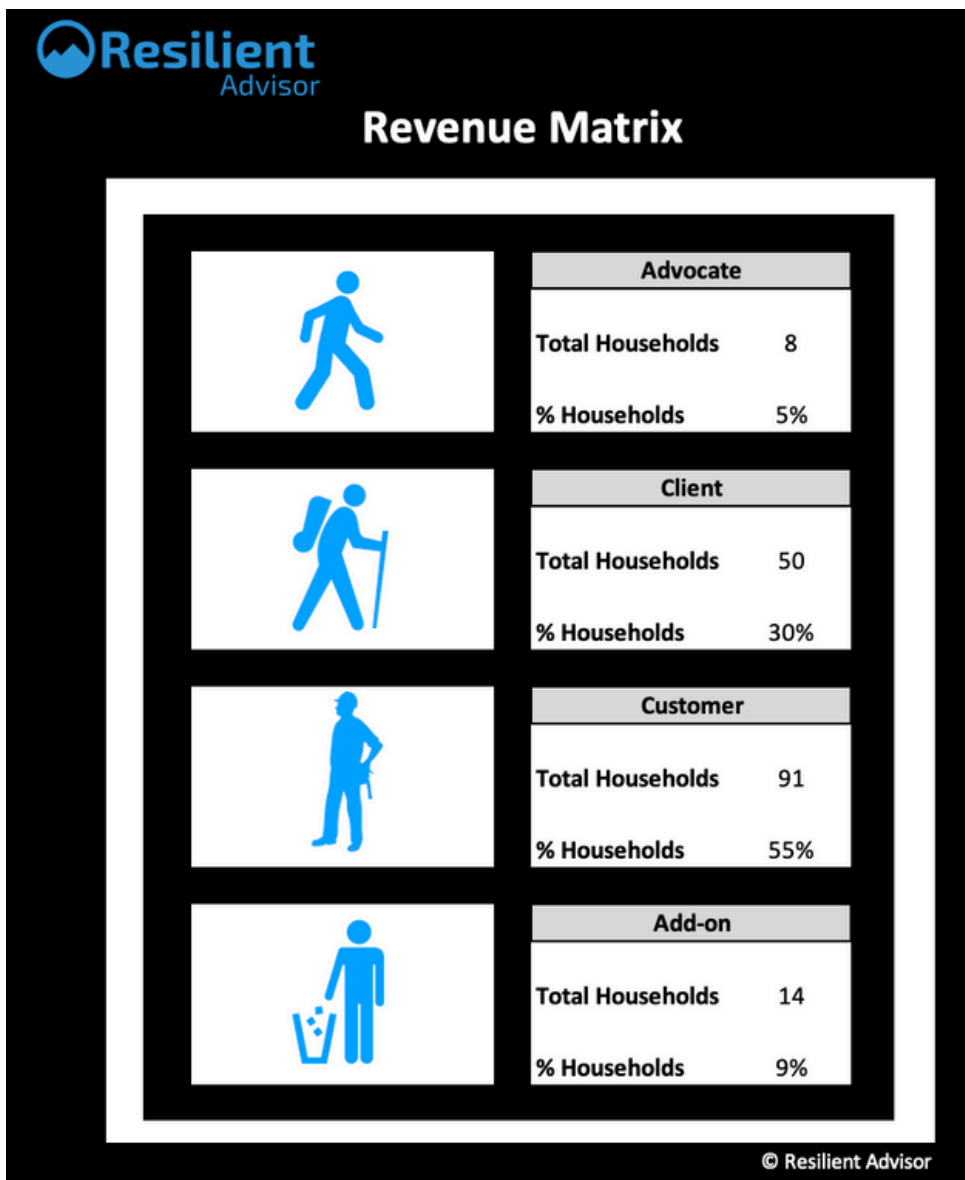
Step 3: Systematically review the worksheet and **identify opportunities to turn customers into clients and clients into advocates** as you work through your AB Client Touchpoint System™.

Revenue Model Matrix

The Goal: This exercise will help you identify where you can move clients up in the matrix. The objective is to turn Customers into Clients and Clients into Advocates!



Revenue Model Matrix – Scorecard



← Your Top Clients

← Wallet Share Opportunities

**The AB Touchpoint System™ is part of
The Resilient Advisory Business™
eBook Series**



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The Resilient Advisor**

www.resilientadvisorbook.com

About Jay Coulter



Jay Coulter, CFP®, CIMA® is an investment strategist and industry consultant. His businesses are focused on serving investors, financial advisors and firms. Jay is also the host of [The Resilient Advisor Podcast](#) as well as the author of [The Resilient Advisor](#) (2017) and [Conquer Worry](#) (2016).

Jay holds an M.B.A. from the Goizueta Business School at Emory University and a B.S. in Business Management from The University of Tennessee. Jay has earned the [Certified Investment Management Analyst®](#) and [Certified Financial Planner®](#) designations.

Connect with Jay

