Initial System Outline for Affluence Financial Planning

Affluence Financial Planning is a financial planning firm based out of Salt Lake City, Utah.

<u>Customer Lifecycle</u>

- New Leads/Marketing
  - Lots of Chamber of Commerce events attended (business cards, phone numbers, chance encounters)
  - Free financial classes we offer (both in-person and virtual webinars)
  - Some word-of-mouth referrals, usually who either call in or send us an email out-of-the-blue
  - Some people who fill out our webform
- Sales Process
  - We do an initial financial meeting with them
  - We produce a personalized proposal for them with pricing
  - We follow up until they either accept it or reject it
  - We need them to sign some contracts + onboarding docs
- Customer Success/Renewals Process
  - Reaching out to previous customers who want to do another plan with us (or who can give us referrals)
  - Trying to convince customers to show up to additional workshops so we can upsell them on new packages
  - We give a 10% discount for each additional follow-up package people do with us

<u>System Goals/Pain Points (Sorted by priority)</u>

- **Record Organization and Relation**:
  - Right now, all of their customer, lead, and Deal information is contained with an excel spreadsheet
  - Everything is a jumbled mess
  - Quotes and proposals and notes are stored in a separate area that's unattached from the spreadsheet
- **Lead Intake**:
  - Affluence Financial currently has a "Receive a Free Financial Evaluation" form, however it doesn't currently feed into a single database. As it stands

    now, their staff get notified of submitted entries through email, they then manually enter data into a spreadsheet.
  - They get business cards, phone calls, and emails, but those don't always make it into the spreadsheet — those people then fall through the cracks
  - It's really hard to follow-up with people that show up to workshops, and a lot of those people fall through the cracks
- **Potential Customers + Customers "Slipping Through the Cracks**":
  - They forget all the time about previous customers/potential customers that could totally use a follow-up and might be ready to close now.
- **Calendar Bookings**:
  - They are looking to make it easier to book a consultation with their financial planners. It's annoying to go back and forth and back and forth on scheduling something.
- **Reporting**
  - **There's no easy way to see:**
    - **"How much $$$ have we quoted?"**
    - **"How much $$$ have we closed?"**