Sun Life | Consulting

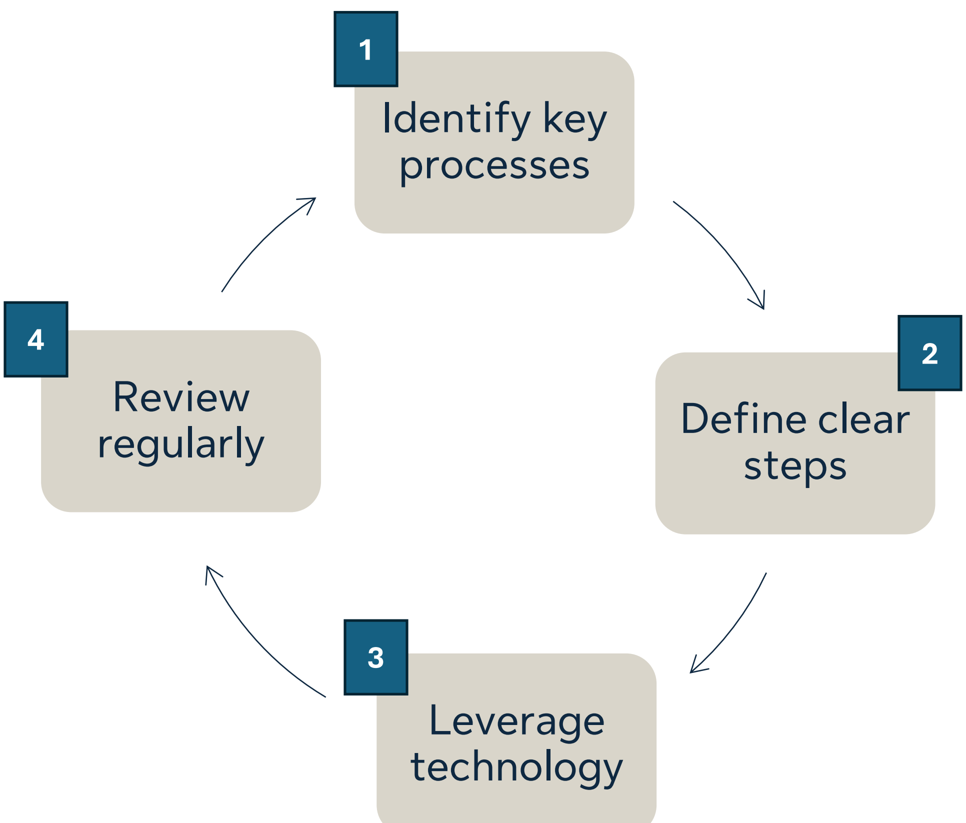
We help. You grow.

The power of processes

Creating more structure to set you free

Creating effective processes ensures that you and your team can deliver a consistent and scalable client experience. Taking the time to create and structure your processes can mean the freedom to accomplish more for clients and the flexibility to focus on the things that matter most to you.

This 4-step process will help you create the structure necessary to delegate tasks, create team alignment and provide consistent and quality service to clients.



1. Identify key processes

Process	Documentation	Responsible for documentation
Client appreciation	☐ Yes ☐ No ☐ Needs improvement	
Client communication	☐ Yes ☐ No ☐ Needs improvement	
Client feedback	☐ Yes ☐ No ☐ Needs improvement	
Client follow-up	☐ Yes ☐ No ☐ Needs improvement	
Client meetings	☐ Yes ☐ No ☐ Needs improvement	
Client onboarding	☐ Yes ☐ No ☐ Needs improvement	
Client servicing	☐ Yes ☐ No ☐ Needs improvement	
Compliance	☐ Yes ☐ No ☐ Needs improvement	
Client Relationship Management (CRM)	☐ Yes ☐ No ☐ Needs improvement	
Comprehensive financial planning	☐ Yes ☐ No ☐ Needs improvement	
Educational events	☐ Yes ☐ No ☐ Needs improvement	
Lead generation	☐ Yes ☐ No ☐ Needs improvement	
Meeting preparation	☐ Yes ☐ No ☐ Needs improvement	
New account opening	☐ Yes ☐ No ☐ Needs improvement	
Newsletter	☐ Yes ☐ No ☐ Needs improvement	
Ongoing account maintenance / transactions	☐ Yes ☐ No ☐ Needs improvement	
Portfolio management	☐ Yes ☐ No ☐ Needs improvement	
Prospect and initial contact	☐ Yes ☐ No ☐ Needs improvement	
Referrals	☐ Yes ☐ No ☐ Needs improvement	
Social media	☐ Yes ☐ No ☐ Needs improvement	
Strategic partnerships	☐ Yes ☐ No ☐ Needs improvement	
	☐ Yes ☐ No ☐ Needs improvement	
	☐ Yes ☐ No ☐ Needs improvement	
	☐ Yes ☐ No ☐ Needs improvement	

2. Define clear steps

Organize each step in a clear, chronological order so each task has an assigned person and timeline.

Consider:

- ✓ What new processes could be created?
- ✓ What current processes could be enhanced or updated?
- ✓ What is your team's capacity to support these tasks?
- ✓ What tasks are you currently completing that could be re-assigned to your team?
- ✓ How can you spend more time with clients and less time on operational activities?

Review the example below. Use the Process Mapping Template on the next page to begin creating your own process.

Tip: Print or save copies of the Process Mapping Template as many times as needed to document your processes.

Example process: 90-day onboarding

Task	Responsible			Timing
	Advisor	Associate	Assistant	
1. Gather all required account opening documentation 2. Present welcome package 3. Discuss onboarding and expectations 4. Send follow-up email				Day 1
5. Send token of appreciation 6. Provide update on transfer status 7. Review online set-up				Day 7
8. Confirm online access 9. Discuss plan recommendations and implementation 10. Insurance application process update 11. Send newsletter				Day 14
12. Review client confirmation and statements they received 13. Schedule 45-day appointment 14. Insurance application process update				Day 30
15. Appointment to review plan, implementation, goals and objectives 16. Answer additional questions 17. Record introduction/referral opportunities				Day 45
18. Schedule 90-day appointment				Day 60
19. Review meeting with client 20. Follow up on referral opportunities				Day 90

Process mapping template

Process name: ____

Task	Responsible			Timing
	Advisor	Associate	Assistant	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	

3. Leverage technology

Using technology effectively can help you automate and streamline processes, which in turn can increase your efficiency. Technology also allows you to easily save, update and share processes with the team.

Consider:

- ✓ How can you use your CRM to automate your processes?
- ✓ How do you share documents with your team, clients and COIs?
- ✓ Do you use a calendar management system?

Take some time to reflect on the technology you use or want to incorporate.

4. Review regularly

Don't set it and forget it! It's important to assess if your processes are meeting or exceeding client expectations. While most of the tasks happen behind the scenes, it still takes the collective operation to ensure a seamless client experience.

Empower your team to adopt a continuous improvement mindset. Invite them to build on and improve the process as insights appear or needs change. Include process discussions as a regular agenda item in your team meetings. Continue to assess if these processes are effectively freeing up more of your time to spend with clients.

Consider:

- ✓ What processes are working well and how are you measuring the impact?
- ✓ How can your existing processes enhance the client experience?
- ✓ How can you create memorable touchpoints to exceed client expectations?

Take some time to reflect on how you can keep your processes updated and impactful.

Remember, processes are only powerful when your team is aligned and clients are delighted by a consistent and positive experience.

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