



CASE STUDY: THE POWER OF FACTS



At NEXA, our goal is to elevate your business with actionable insights. We can help you:

- ✓ Identify at-risk clients
- ✓ Discover new opportunities
- ✓ Define your referral pipeline
- ✓ Increase client engagement
- ✓ Evaluate service models
- ✓ Benchmark against other advisory firms
- ✓ See where additional training and support may be needed

CASE STUDY: MARINER WEALTH ADVISORS

Mariner Wealth Advisors, a nationally-recognized, wealth advisory firm, with 70 offices in the U.S., had a history of high client retention and a solid reputation, but the executive team wanted data to back up what was only anecdotal information prior to the NEXA engagement.



OBJECTIVE

Always looking for new ways to grow and improve, Mariner Wealth Advisors wanted a better understanding of how their advisors were performing, how engaged their clients were, to reveal potential risks, and discover areas of opportunity. They hired NEXA with the hope we could help connect the dots for them, creating a long-term strategy for increased growth, client satisfaction and retention with our client survey.

SOLUTION: WHAT WE DID AND WHAT WE UNCOVERED

The NEXA platform is focused on measuring the client experience for advisory firms who are serious about understanding current realities and future opportunities. Our “took less than a workday” survey implementation allowed Mariner Wealth Advisors to get into the field quickly. They started by customizing their survey, pulling from our proven library of survey questions and adding some of their own. NEXA’s nuanced wording and question order ensured that the survey would not “lead” the client and thus skew the results. **Instead, the 16-question survey focused on helping Mariner Wealth Advisors:**

✓ INCREASE CLIENT ENGAGEMENT

The data provided from the survey helped direct Mariner Wealth Advisors to areas in which they could further dial-in engagement with clients.

✓ EVALUATE SERVICE MODELS

The firm learned what services were valued by clients, what clients would like to see in the future, and which services needed better awareness.

✓ DEFINE THEIR REFERRAL PIPELINE

The survey revealed additional referral opportunities to help build the Mariner Wealth Advisors pipeline.

✓ **DISCOVER NEW OPPORTUNITIES**

The survey helped the firm uncover opportunities for cross-selling, along with possible areas for growth and marketing opportunities.

✓ **IDENTIFY AT-RISK CLIENTS**

Mariner Wealth Advisors received a list of potentially “at-risk” clients, allowing the servicing advisors the opportunity to reach out and connect to discuss areas for improving the relationship.

✓ **PERFORM FIRMWIDE EVALUATIONS**

The overall scores from the survey provided confirmation to the extent feedback was positive but also potential opportunities for coaching by firm leadership.

✓ **FACILITATE CLIENT COMMUNICATION**

The survey opened the line of communication with clients, with many asking to answer additional questions or wanting to add to their responses.

✓ **BENCHMARK AGAINST THE INDUSTRY**

NEXA was able to provide Mariner Wealth Advisors with their custom, curated benchmarks against the industry—data that they would have been unable to see had they attempted to perform this survey themselves.



★ RESULTS: THE VALUE OF THE NEXA/MARINER WEALTH ADVISORS SURVEY

The survey gave Mariner Wealth Advisors the quantifiable data they needed to create an actionable plan for their advisors, managing directors and regional managing directors. Gone were the days of anecdotal evidence. The firm had the facts to back up their business strategy. The data helped inform where they should spend their efforts, time, and money moving forward, and provided areas of opportunity from sales, marketing, and engagement standpoints. The NEXA survey also confirmed that Mariner Wealth Advisors clients truly care about their relationship with their wealth advisor and the firm as a whole. **Their client survey response rate was well above average—almost 41% of over 13,700 specially-invited clients responded**, a high response rate for a campaign of that size, demonstrating high levels of engagement and that their clients have a strong interest in providing feedback.



“For Mariner Wealth Advisors, the survey results confirmed that our clients are interested and find value in the services we offer. It really translates to just having the facts and then using those facts to formulate or confirm your plan of action. In addition, the survey results were invaluable for individual advisors. And most importantly, these results came directly from their existing clients—those are hard facts to dispute. It made it easy to see if one location had more “at-risk” clients, as an example. For us, the survey was just the beginning.”

—**Christa Spencer**, Senior Vice President, Marketing & Communication, Mariner Wealth Advisors

NEXA INSIGHTS MOVES BEYOND THE LIMITATIONS OF TRADITIONAL SURVEYS

NEXA Insights offers a variety of services focused on measuring the client experience for a modern advisory practice. By providing a user-friendly, compliant, and data-driven solution, NEXA is transforming the way advisors approach client relationships through:

Advisor-Centric Design

User-friendly interface and workflows tailored to the needs of financial advisors.

Compliance Focus

Ensures survey compliance with regulatory requirements like Reg BI and DOL fiduciary rules.

Actionable Insights

Generates reports and recommendations for specific actions advisors can take to improve client satisfaction, identify at-risk accounts, upsell and cross-sell opportunities.

Automated Reminders

Streamlines the data collection process by sending automatic survey reminders to clients.

NEXA Insights offers a variety of services focused on measuring the client experience for a modern advisory practice. It is transforming the way advisors approach client relationships. For more information, visit nexainsights.com or contact info@nexainsights.com