# Journey Map Wealth Management

| *Stages* | Research | Evaluate and Compare | Commit | Use and Monitor | Refine and Review |
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| **Goals** | Decide on a service/ account which works best for me | Learn about services/account options at current and competitor banks. | Open my account with the selected firm | Grow my investment account | Easily adjust investment approach as needed |
| **Activities / Touchpoints** | Ask for advice or recommendation from family and friends<br>Research investment services/account options at current and other banks<br>Meet with my current banker | Make an appointment with an FA<br>Meet FA to discuss needs, goals and dreams<br>Receive and review investment plan from FA<br>Compare investment plans gathered from several FA appointments<br>Look up FA references and credentials online | Contact FA and finalize investment plan<br>Receive and review investment plan from FA<br>Receive application approval<br>Transfer funds from different accounts<br>Meet with FA to walkthrough the account set-up and services | Receive check in calls from FA<br>Manage and monitor the account<br>Receive monthly account statements/notices<br>Call FA when I don't understand something about my account activity/statements | Meet with FA to review account performance against investment plan to ensure its on track<br>Meet with FA to refine investment approach if a life event has occurred<br>Receive refined investment approach for approval<br>Review and approve refined investment approach |
| **Opportunities** | M Provide jargon free wealth management information or links within the info to definitions of the terms being used<br>L Provide comparison view of wealth management services/accounts | H Pre-qualifier questionnaire provides customer with time to think through their goals, needs, etc. prior to the interview<br>H Educational short video to help customers understand investing and process to open account | M Account application is pre-populated based on questions asked at preliminary FA meeting<br>L FAQs for account opening process and funding | H Ability to view investment plan against current account performance<br>M Reduce financial jargon in account statements<br>L Online 5 minute education video, which explains graphs and charts, portfolio, etc. | H New FA transition period needed prior to current FA leaving<br>H Tools which allow the customer to explore investment options/approaches<br>L Educational webinars or videos |

LEGEND MOMENT OF TRUTH ☆ EXPERIENCE Positive Neutral Negative VALUE TO CUSTOMER High H Medium M Low L