

# Sample Exit Survey

## Introduction

It is tempting to think of a departing client as a lost client and quickly direct your attention to your current clients or prospects, but departing clients can provide valuable insights. When you learn that clients are leaving, consider asking them to spend some time telling you why. Dissatisfied active clients may be reluctant to point out areas for improvement for a variety of reasons (they don't want to get someone fired, they don't want to strain the relationship, etc.), but clients who are moving on may be more willing to speak with you frankly about what is wrong. These conversations may be able to help save and improve relationships with your current clients and prospects.

Below is a sample set of exit-interview questions that you may want to consider as you think about evaluating the causes of client departure.

### EXIT SURVEY: SAMPLE QUESTIONS

1. Thinking back over your time with [Firm Name], what is the most positive you felt about [Firm Name] at any given time?

(1 – completely dissatisfied, 5 – completely satisfied)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Using the same scale, what was your feeling about your relationship with [Firm Name] at the time you decided to take your business elsewhere?

(1 – completely dissatisfied, 5 – completely satisfied)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. What was your reason for deciding to leave? (Check all that apply.)

Poor service	<input type="checkbox"/>
Poor investment performance	<input type="checkbox"/>
Loss of trust	<input type="checkbox"/>
Too costly	<input type="checkbox"/>
Competitor pitch	<input type="checkbox"/>
Other	<input type="text"/>
	<input type="text"/>

## EXIT SURVEY: SAMPLE QUESTIONS

4. Did you address these concerns with any associates at the firm?

☐ No

—If not, why not?

---

---

☐ Yes

—If yes, did you feel that they took your concerns seriously and made an effort to fix the underlying issue?

---

---

5. Thinking back to the beginning of your relationship with [Firm Name], what expectations did they set?

---

---

---

---

6. Were these expectations:

Met for the duration of the relationship	
Met at first, but then stopped being met over time	
Never met—the expectations set did not match my experience	

7. What, if anything, could [Firm Name] have done differently to keep your business?

---

---

---

---

For more information, please contact your Fidelity Representative.



FIDELITY CLEARING & CUSTODY SOLUTIONS  
200 Seaport Boulevard Z2B1  
Boston, MA 02210

**For investment professional or institutional investor use only. Not authorized for distribution to the public as sales material in any form.**

The registered trademarks and service marks appearing herein are the property of FMR LLC.

The information contained herein is as of the date of its publication, is subject to change, and is general in nature. Such information is provided for informational purposes only and should not be considered legal, tax, or compliance advice. Fidelity Clearing & Custody Solutions does not provide financial or investment advice of any kind. Fidelity cannot guarantee that such information is accurate, complete, or timely. Federal and state laws and regulations are complex and are subject to change. Laws of a specific state or laws that may be applicable to a particular situation may affect the applicability, accuracy, or completeness of this information. This information is not individualized, is not intended to serve as the primary or sole basis for your decisions, as there may be other factors you should consider, and may not be inclusive of everything that a firm should consider in this type of planning decision. Some of the concepts may not be applicable to all firms. Always consult an attorney, tax professional, or compliance advisor regarding your specific legal, tax, or regulatory situation.

Fidelity Clearing & Custody Solutions<sup>SM</sup> provides clearing, custody, or other brokerage services through National Financial Services LLC or Fidelity Brokerage Services LLC, Members NYSE, SIPC.

© 2016 FMR LLC. All rights reserved.