Maintaining an Efficient & Useful Database

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Efficiency

noun

Accomplishment of or ability to accomplish a job with minimum expenditure of time and effort

Controllable Efficiency Impeders

- Incomplete report outputs
- Inconsistent labeling of contacts
- Re-creating the wheel
- Searching for a “needle in the haystack”

Today's Areas of Focus

- Contacts
- Customizable Drop-down Lists
- Actions
- Searches and Reports
- Correspondence Templates

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The Key

Identify

Adjust & Implement

Maintain

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Ongoing Database Maintenance Checklist

Contacts

- ❑ Create/refine contact entry protocol for entire firm
- ❑ Create data check grid template identifying important fields
- ❑ Create Recurring Action in your Firm Record to run data check report – *Recommended Quarterly*

Customized Drop-Down Lists (List Maintenance)

- ❑ Review lists for outdated/unused items & adjust as needed
- ❑ Add definitions to List Maintenance Lists
  - ❑ Print lists and distribute for user reference
- ❑ Limit access To List Maintenance in Settings/Feature Security
- ❑ Create Recurring Action in your Firm Record to regularly review lists – *Recommended semi-annually*

Actions

- ❑ Create/refine protocol for entire Firm
- ❑ Check for Actions entered without Type, Category or Tags
- ❑ Create Recurring Action in your Firm Record to review for Actions without process/keywords – *Recommended monthly*

Searches & Reports

- ❑ Review searches & reports for duplicate items
- ❑ Create consistent search & report categories
- ❑ Create Recurring Action in your Firm Record to regularly review searches & reports – *Recommended semi-annually*

Communication Templates

- ❑ Create “archived” category for communication templates
- ❑ Add dates to templates to reflect last reviewed dates
- ❑ Create Recurring Action in your Firm Record to regularly review document/email templates – *Recommended annually*

CRM Important Fields	
Date Became Client	Primary Phone, Address, Email – Record
IPS Checkbox & Date	Preferred Mailing Name
IM Contract Date	Fields used in Mail Merges
Questionnaire	State of Residence
Referred By/Referred Date	Add one Classification – “Client” is mandatory
Birthday	SSN if you intend to import Assets
Source	User Fields

RECORD FIELDS

Record Summary

- ☐ Record Type
- ☐ Classification
- ☐ Tags
- ☐ Advisor 1 (Advisor 2, CSR)

Contact Info

- ☐ Primary Record Address
- ☐ Primary Record Email
- ☐ Primary Record Phone Number

Engagement

- ☐ Date Became Client
- ☐ Investment Policy Statement Date
- ☐ Financial Planning Contract Date
- ☐ Investment Management Contract Date
- ☐ Referred By
- ☐ Referred Date
- ☐ Source
- ☐ Termination Date (when applicable)
- ☐ Termination Reason (when applicable)
- ☐ Termination Amount (when applicable)

PERSON FIELDS

Basic Info

- ☐ Relationship to Record
- ☐ First Name
- ☐ Last Name
- ☐ DOB
- ☐ Birthday List

Contact Info

- ☐ Primary Address
- ☐ Primary Email
- ☐ Primary Phone Number

Personal

- ☐ Social Security Number
- ☐ State of Residence
- ☐ Interests

Record Summary

Contact Info

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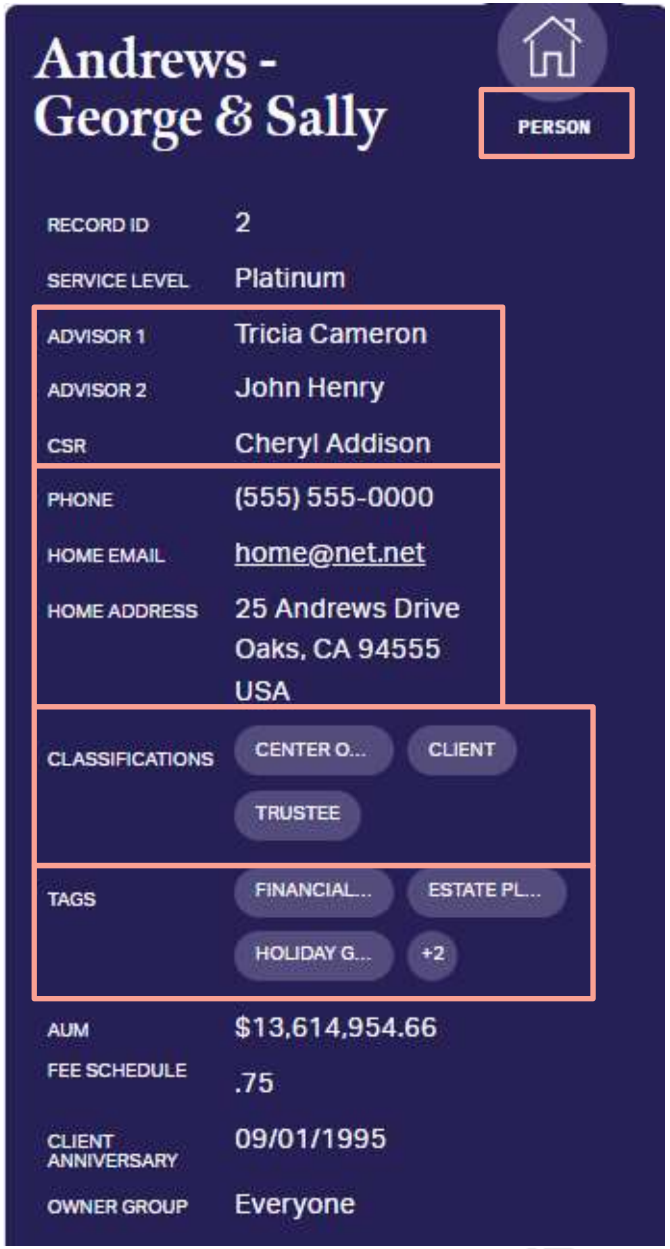
Important Fields Best Practice Guide



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Details › Contact Info

Basic Information

Edit

George Andrews - Client

Relationship to Record	Client
Prefix	Mr.
First Name	George
Middle Name	H
Last Name	Andrews
Suffix	
Nickname	George
Initials	
DOB	01/19/1950
Age:	71.8
Communication Preference	Email
Birthday List	☑
Gender	Male
Marital Status	Married
Deceased	☐

Person ID 3

Sally Andrews - Client

Relationship to Record	Client
Prefix	Mrs.
First Name	Sally
Middle Name	A
Last Name	Andrews
Suffix	
Nickname	
Initials	
DOB	05/25/1955
Age:	66.5
Communication Preference	Email
Birthday List	☑
Gender	Female
Marital Status	Married
Deceased	☐

Person ID 2

Andrews - George & Sally Addresses

Address

Edit Delete

Label	
Address Type	Home
Dear	George and Sally
Address	Mr. and Mrs. George Andrews 25 Andrews Drive Oaks, CA 94555 USA
	☑ Record Primary Address
	Only one Primary Address per Record

George's Addresses

Address

Edit Delete

Label	George Company
Address Type	Business
Dear	George
Address	Mr. George Andrews Andrews Tools 1050 Northgate Drive Suite 570 Santa Barbara, CA 94955 USA
	☐ Person Primary Address
	Only one Primary Address per Person

Address

Edit Delete

Label	
Address Type	Home
Dear	George
Address	Mr. Andrews 25 Andrews Drive Oaks, CA 94555 USA
	☑ Person Primary Address
	Only one Primary Address per Person

Phone Numbers

+ Add New | Edit

Type:	Phone Number:	Label:	Belongs To:	Primary:
	(555) 555-0000		Andrews - George & Sally	☑
	(555) 555-1111		Andrews - George & Sally	☐
	(555) 555-5555		Andrews - George & Sally	☐
Home	(555) 555-7777		Andrews - George & Sally	☐
Home	(555) 555-5555 x		George Andrews	☑
Business	(555) 555-7777	Andrews Tools	George Andrews	☐
Business Fax	(555) 666-7878 x	Andrews Tools	George Andrews	☐
Cell	(666) 667-6767 x	George Cell	George Andrews	☐
Cell	(555) 780-7687 x	Sally Cell	Sally Andrews	☑

Email Addresses

+ Add New | Edit

Type:	Email:	Label:	Belongs To:	Primary:	Add'l:
Home	home@net.net		Andrews - George & Sally	☑	☐
Home	george@email.net	George Home	Andrews, George	☑	☐
Business	gandrews@andrewstools.com	George Work	Andrews, George	☐	☐
Business	sandrews@andrewstools.com		Andrews, Sally	☑	☐
Home	sally@email.net	Sally Home	Andrews, Sally	☐	☑

ADDITIONAL FIELDS

Take time as a firm to review all the areas of a Record in detail. Determine what information will be vital to you for reference and reporting later on. Make a note here of which other fields are important based on your needs and use.

- ☐ ______________________
- ☐ ______________________
- ☐ ______________________
- ☐ ______________________
- ☐ ______________________
- ☐ ______________________
- ☐ ______________________
- ☐ ______________________
- ☐ ______________________
- ☐ ______________________

ADDITIONAL TIPS

- The fields that are important will vary based on the use for the Record. Create different "important fields" lists for different types of Records (such as *prospect, strategic partners,* or *vendors*).
- Create an important field data check report using the Report Assistant to show Records where important fields have been left blank.
- Create a Recurring Action Definition on your Office Record that reminds someone to run the above mentioned report on a regular basis (recommended quarterly).

Engagement

Basic Info

Personal

Visit support.junxure.com for our entire knowledge base or to reach out for further assistance.

Details › Personal Information

George's Personal Information

SSN/TIN : *********
State of Residence : CA
Country of Citizenship : USA

Driver's License Information

Issuing State : CA
License # : 4555678
Issue Date : 01/19/2013
Expiration Date : 01/19/2018

Passport Information

Passport # : 12365589
Issue Date : 10/20/2013
Expiration Date : 10/20/2025
Issuing Country : USA
Issue Location : Seattle

Details › Engagement

Date Became Client	: 09/01/1995	Risk Questionnaire Date	: 09/22/1995
Discretionary	: ☐	Liquid Net Worth	: $15,000,000.00
Investment Policy Statement Date	: 09/22/1995	Annual Income	: $250,000.00
Financial Planning Contract Date	: 09/27/1995	Overall Net Worth	: $10,000,000 to $1,000,000,000
Investment Management Contract Date	: 04/16/2000	Overall Risk Tolerance	: Moderate
Additional Form Date	:	Overall Investment Experience	: Excellent
Meeting Frequency	: Quarterly (4 per year)	Overall Investment Objective	: Capital Preservation
Referred By	: Brown, Charles	Termination Date	:
Referred Date	: 05/06/2020	Termination Reason	:
Source	: Connection/Friend	Termination Amount	: $0.00

Determine for:

- Clients
- Prospects

How will you update?

- Records A – Z
- Meeting Method
- Field by Field

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Contact Entry Protocol

- ✓ Who enters contacts?
- ✓ Who edits contacts?
- ✓ How is data gathered?
- ✓ How often is data checked?

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List Customization

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Searches & Reports

Searches & Reports

- Use Categories
- Be descriptive in titles
- Check accuracy of contents

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Correspondence Templates

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Next Steps

- Create a CRM Task Force
- Work through the checklist
- Add data check recurring actions
- Adjust, Impliment, Maintain

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Thank You for watching

Questions can be addressed to

crmtraining@advisorengine.com

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