CRM View Set Ups

Many CRMs are designed specifically with the Financial Services Industry in mind. The CRM comes fully equipped with ready-to-use Views that create a comprehensive dashboard and panoramic view of the client relationship. Many CRMs have the option to create custom user-defined fields as well. These custom fields can then be added to existing Views. This feature allows teams to create the ‘ultimate client dashboard’ based on how they use their CRM.

We’ve provided some sample Views on the next few pages, but we recognize the options are limitless. One word of caution is to make sure your Views are categorized and organized in an easy to access manner. We also recommend you avoid duplication of information – if it is found in one place, it doesn’t need to be seen in two or three more. This creates unnecessary database clutter.

There are also various ways to set up user-defined fields: Open Field Typing, Drop Down Menus, Calendars, or Numbers. You will choose the one most appropriate for the field you are setting up. Below are some recommendations.

**“Client Relationship” Basic Information**

Here is a sample of the type of basic information you would want to capture for each client relationship.



**Name:** Open typing field

**Preferred/Nick Name:** Open typing field

**Client Classification:** Drop-Down List (AAA, AA, A, AF, B, C, D)

**Lead FA:** Drop-Down List

**Region:** Drop-Down List (State or Province)

**Preferred Method of Communication:** Drop-Down Menu

**Work #:** Phone number

**Cell #:** Phone number

**Email Address:** Open typing field

**Mailing Address:** Open typing field

**Birthdate:** Date Field

**Marital Status:** Drop-Down Menu

**Preferred Beverage:** Open typing field

**Referred by:** Open typing field

**“Personal Information” or “Client Profile”**

Here is a sample of the type of information you should know about your very best clients.



**CURRENT EVENTS**

**Preferred Method of Contact:**  Open typing field or Drop-Down Menu

**Favorite Beverage:** Open typing field

**Important Information:** Open typing field

**RECREATION**

**Travel:** Open typing field

**Interests, Hobbies & Recreation:** Drop-Down Menu

**Other Neat Stuff:** Open typing field

**Music:** Open typing field

**Charities and Service Clubs:** Open typing field

**Alumni:** Open typing field

**OCCUPATION**

**Occupation:** Open typing field

**Title:** Open typing field

**Employer:** Open typing field

**Education:** Open typing field

**Successes or Accomplishments:** Open typing field

**Retirement Goal:** Date Field

**FAMILY**

**Names and ages of Children:** Open typing field

**Names and ages of Grandchildren:** Open typing field

**Parents and/or Grandparents:** Open typing field

**Siblings:** Open typing field

**Pets:** Open typing field

**Health Issues and Special Situations:** Open typing field

**Anniversary Date:** Calendar

**Detailed “Client Experience” View**

Here is a sample of the type of information you should know about your very best clients beyond the typical client service activities such as Review Meetings, Relationship Calls, Emails, etc. which are tracked through other means within the CRM.



**Moments of Truth**

**Moments of Truth:** Open typing field

Date & Type of Moment of Truth

Description of card sent, acknowledgement, etc.

Note: These are ordered from most recent to most distant.

**Other**

**Other:** Open typing field

**Client Events**

**Client Events:** Open typing field

Track which events clients have attended. These are ordered from most recent to most distant.

OR --

**Client Events:** Drop-Down List

Check which ones they’ve attend to easily generate lists of who has attended each event.

**Detailed “Client Engagement” View**

Here is a sample of the type of Client Engagement information a team may want to capture on the CRM to get an instant snapshot of the client’s level of engagement. This also highlights future opportunities with clients.



**FINANCIAL PLANNING**

**Financial Planning:** Open typing field

**PFO Binder:** Open typing field

**Private Banking:** Open typing field

**Other:** Open typing field

**INVESTMENT MANAGEMENT**

**Investment Management:** Open typing field

A**ccount Types:** Drop-Down List

**Trading Authorizations:** Open typing field

**Systematic Investment Plans:** Open typing field

**Systematic Withdrawal Plans:** Open typing field

**“Banking Information” View**

**TAX PLANNING**

**Accountant:** Open typing field

**Special Tax Information:** Open typing field

**Taxable Income:** Open typing field

**Contribution Room:** Open typing field

**Deduction Limit:** Open typing field

**ESTATE PLANNING**

**Lawyer:** Open typing field

**Estate Plan:** Open typing field

**Date of Will:** Open typing field

**Location of Will:** Open typing field

**Power of Attorney:** Open typing field

**Estate Planning Business:** Drop-Down (N/A or Yes – Refer to Business Owner View)

**INSURANCE SOLUTIONS**

**Life Insurance:** Open typing field

**Disability Insurance:** Open typing field

**Long-Term Care or Critical Illness Insurance:** Open typing field

Here is a sample of the type of banking information you may want to keep within your CRM system.



**Joint Banking Information**

**Joint Bank Name:** Open typing field

**Joint Bank Address:** Open typing field

**Joint Branch Transit (5 digits):** Numbers

**Joint Financial Institution (3 digits):** Numbers

**Joint Account # (12 digits):** Numbers

**Joint Type of Account*:*** Open typing field

**Joint Name on Account:** Open typing field

**“Business Owner” View**

**Client 2 Banking Information**

**Bank Name:** Open typing field

**Bank Address:** Open typing field

**Branch Transit (5 digits):** Numbers

**Financial Institution (3 digits):** Numbers

**Account # (12 digits):** Numbers

**Type of Account*:*** Open typing field

**Name on Account:** Open typing field

**Client 1 Banking Information**

**Bank Name:** Open typing field

**Bank Address:** Open typing field

**Branch Transit (5 digits):** Numbers

**Financial Institution (3 digits):** Numbers

**Account # (12 digits):** Numbers

**Type of Account*:*** Open typing field

**Name on Account:** Open typing field

Here is a sample of the type of banking information you may want to keep for clients who are Business Owners.



**Business Summary:**

**Corporate Name:** Open typing field

**Business Number:** Numbers

**Bank Name:** Open typing field

**Bank Address:** Open typing field

**Bank Transit & Institution#:** Numbers

**Company type:** Open typing field

**Owner 1:** Name – Relationship: Open typing field

**Owner 1:** % of Ownership: Open typing field

**Owner 2:** Name – Relationship: Open typing field

**Owner 2:** % of Ownership: Open typing field

**Owner 3:** Name – Relationship: Open typing field

**Owner 3:** % of Ownership: Open typing field

**Owner 4:** Name – Relationship: Open typing field

**Owner 4:** % of Ownership: Open typing field

**Business Needs:**

**Commercial Banking:** Open typing field

**Commercial Lending:** Open typing field

**Commercial Insurance:** Open typing field

**Key Man Insurance:** Open typing field

**Other:** Open typing field