

Measuring for Success

Advantage 2007

Plan Administrator Services
National Conference

Ray Henderson
Director, Business Health

Bob Imrie
VP, Charles Schwab

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Agenda

- Introduction
- Six Key Areas of Focus to Successful Business and Client Servicing Models
- Business Health Key Value Drivers & Results
- Schwab Benchmarking Key Insights & Results
- Q&A

Key Areas of Focus

- Understanding Your Business / Your Client Base
- Strategic Business Planning
- Customized Servicing - Segmentation
- Communication / Client Consulting
- Fiduciary / Business Compliance
- Staff / Participant Satisfaction

Business Health Key Drivers & Results

<u>Area</u>	<u>Practice</u>	<u>% Difference in Profit</u>
■ Understanding Your Business	Spreadsheet vs. Comprehensive Database	+282%
■ Strategic Business Planning	No Plan vs. Comprehensive Plan	+394%
<i>50% Increase in Efficiencies, Proactive Client 'Touches' 65% Adopted / 85% Committed to Age-Based Funds</i>		
■ Customized Servicing - Segmentation	No Segmentation vs. Differentiated Services	+35%

Business Health Key Drivers & Results

<u>Area</u>	<u>Practice</u>	<u>% Difference in Profit</u>
■ Communication / Client Consulting	No Feedback vs. Written Survey	+241%

*66% Prospect 'Win Rate' when used
96% of Existing Clients would 'Recommend' Schwab*

■ Staff Satisfaction	Less than 50% vs. More than 50% of Staff with Performance Objectives	+41%
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14.11% vs. 11.11% Advice vs. Non-Advice RoR

- Fiduciary / Business Compliance

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