

Speaking outline for annual conference

Segment 11 outline

Care Transformation

I. Open

- a. In late February and early, our concept of normal became mercilessly uprooted, and you shared with us a growing concern.
- b. You didn't have enough time each day to perform the duties to make your business successful.
- c. Markets were volatile, leading to increased client calls and requests.
- d. And lockdowns necessitated business continuity planning from all of us.
 - i. Working from home.
 - ii. Figuring out how to meet and update clients.
- e. And when it came to LPL, you needed a new service experience.
 - i. One that could save you time.
- f. Specifically, to save you time, you looked to us for help in three ways:
 - i. Accurate and consistent answers.
 - ii. Digital flexibility to be met in the channel of your choice (voice, chat, self service)
 - iii. And for us to take ownership of complex issues - not shuffle them around through endless navigation.
- g. And with your feedback, we created a new service model: Care.

II. Overview of Care Transformation Model

- a. The Care model is designed to convey three essentials of the service experience:
 - i. Confidence
 - ii. Delight
 - iii. And Care
- b. Now I know what you're thinking: the implication here, with a new model, is that we weren't already inspiring those feelings.
 - i. The truth is, while we tried, we fell short.
 - ii. Our previous model works great for smaller companies, but our growth made it difficult to fulfill our service mission.
- c. We receive thousands of calls each day.
- d. We needed a way to fulfill your three requirements:
 - i. Get accurate and consistent answers
 - ii. In the channel of your choice
 - iii. And have LPL take ownership of your complex issues.
- e. And that's why we created Care.

III. Under the Hood

- a. Care is our vision to deliver a **purposefully-delightful and caring advisor experience**.
- b. We will achieve that in two ways:
 - i. by leveraging advanced technologies and

- ii. next-generation methods.
- c. The Care approach is integrated in all our platforms:
 - i. ClientWorks
 - ii. ServiceWorks and
 - iii. LPL.com.
- d. With tools like OmniChannel and enhanced self-service options.
- e. With OmniChannel, we are committed to meeting our advisors in the channel of your choice, delivering accurate and consistent answers in the most flexible way.
 - i. Whether that's voice, chat, self-service, OmniChannel allows you to control the terms of our engagement.
- f. Interactive Voice Response routes your request — quickly — to the certified expert in the topic, saving you time to find answers that you need.
- g. Click to call is [NEED INFO HERE — NOT SURE WHAT THIS IS]
- h. And our revamped self-service capabilities will allow you to very quickly find the answers you need in our Resource Center — without the need to call chat or email.
- i. Finally, our dedicated case management team is taking ownership of your complex issues from start to finish, providing solutions often the very same day that they are requested.
 - i. That's remarkable when you consider that we average 3,000 cases a month.
- j. Collectively, these tools and strategies are delivering the three things you require:
 - i. accurate and consistent answers,
 - ii. flexibility in how you interact with us, and
 - iii. a better way to handle your complex issues.

IV. Close

- a. At LPL, our purpose is to take care of you -- our advisors -- so that you can take care of your clients.
 - i. Saving you time.
 - ii. Enhancing your experience.
 - iii. Making it easier to do business.
- b. That's the Care Model.
 - i. A sustainable, long-term model that delivers a great advisor experience.
- c. While we started with our services organization, this will expand enterprise-wide.
 - i. Making the Care transformation truly complete.
 - ii. And positioning our advisors' businesses for maximum success.

QUESTIONS

1. What measurements have you been able to record, if any, that show whether the care model is achieving its goals?
2. Describe how the case management team handles advisors' complex issues?
3. Speak to the adoption of the various technologies — which are proving most popular among advisors?