

First Command's Top Tier Client Experience Award



The Top Tier Client Experience Award is one of First Command's highest honors for our Financial Advisors. Below, you'll find information on how an Advisor earns this distinction as a highly-qualified member of our team.

What is the Top Tier Client Experience Award?

To receive the Top Tier Client Experience Award, First Command Financial Advisors must demonstrate excellence in client service. This award program was developed over years of analysis and is based on extensive research into what is important to First Command clients and prospective clients. Through a combination of factors listed below, the highest rated Advisors in the company proudly showcase this distinction.

How is the award earned and measured?

The Top Tier Client Experience Award is earned through a blend of operational data and direct client feedback, ensuring we capture what truly matters to our clients. This award highlights not just the consistency of an Advisor's service but also the exceptional value they deliver at every touchpoint. The scoring metrics are rooted in years of research, designed to incentivize and measure the exact qualities that clients themselves say lead to outstanding experiences. Every data point we track aligns with what our clients value most, making this award a true reflection of service excellence.

Key metrics:

Client Experience Survey Data

Client experience surveys completed on a twice-yearly basis aim to demonstrate the subjective quality of an Advisor's client service skills and the overall service quality of First Command. Based on customer reviews and sentiments, these surveys are collected to measure how clients feel about the service they receive.

Client Relationship Management Data Quality and Activity

An important component of an Advisor's client service is the data they collect to better serve each client's needs. By measuring the completeness of client profiles and the frequency with which an Advisor utilizes this data, First Command can measure the ways in which Advisors maintain and use client data to improve service levels.

Client Meeting Survey Data

One key element of client service is client meetings—bringing value every time. Top Tier Advisors consistently rank well in their post meeting surveys, which indicated they served the needs of the client effectively.

Top Tier Client Experience scores are aggregated and awarded once a year. Through a combination of key metrics, the highest rated Advisors in the company proudly showcase this distinction.