SOP Template: Client Onboarding and Initial Assessment Procedures

Purpose

This SOP details the **client onboarding and initial assessment procedures**, encompassing the steps for welcoming new clients, gathering essential information, conducting initial consultations, assessing client needs and goals, setting expectations, and establishing communication protocols. The purpose is to ensure a smooth onboarding experience, accurate understanding of client requirements, and a strong foundation for ongoing client relationships and service delivery.

Scope

This procedure applies to all staff responsible for engaging with new clients and managing their transition into ongoing service delivery.

Responsibilities

- **Account Manager:** Oversees client onboarding and coordinates with relevant teams.
- **Client Services Team:** Executes onboarding and assessment steps.
- **All Staff:** Ensure the process is followed for every new client.

Procedure

1. **Welcome and Introduction**
    - Send personalized welcome email/letter to the client.
    - Provide overview of onboarding process and point of contact details.
2. **Gather Essential Client Information**
    - Distribute and collect completed client intake forms.
    - Request relevant documentation (e.g., identification, contracts).
    - Input information into client management system.
3. **Initial Consultation**
    - Schedule a meeting (virtual or in-person) with the client.
    - Introduce key team members.
    - Discuss the client's background, objectives, and service interests.
4. **Needs Assessment**
    - Conduct a structured needs assessment using a standardized questionnaire.
    - Identify goals, challenges, and expectations.
5. **Set Expectations**
    - Outline services, deliverables, timelines, and responsibilities.
    - Discuss key policies, terms, and conditions.
6. **Establish Communication Protocols**
    - Define preferred communication channels and frequency.
    - Introduce platforms/tools (e.g., email, project management tools).
7. **Confirmation and Next Steps**
    - Summarize discussion points and agreed actions.
    - Send follow-up recap email including next steps and contacts.
    - Set up regular follow-up schedule or check-ins.

Documentation & Records

- Completed client intake forms
- Needs assessment questionnaires
- Meeting notes and correspondence
- Signed agreements

Review & Continuous Improvement

Collect feedback from new clients and staff involved in the onboarding process to identify areas for improvement. Update SOP as needed to incorporate enhancements.

Appendix: Onboarding Checklist

Step	Responsible	Status
Welcome email sent	Account Manager	
Intake forms completed	Client Services Team	
Documentation received	Client Services Team	
Initial meeting scheduled	Account Manager	
Needs assessment conducted	Account Manager	
Expectations set & communication protocols established	Account Manager	
Follow-up recap sent	Account Manager	