



Presented by





Tech Tips for Firms to Improve Client Service Year Round

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Speakers



Bill Winterberg

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Agenda

How the technology landscape is evolving

How “client service” expectations are changing, and how this is affecting financial firms

How technology advances empower firms to service customers better than ever before

Technology is changing client expectations

Mobile is defining how we communicate electronically

- US adults spend more internet time on smartphones than PCs
- 66% of all emails in the US are opened on a mobile device

There is no “off” button

- Consumers are constantly connected, and they expect businesses to be as well

Social Media’s Reign of Terror

- Consumers rely on social media for advice on everything
- They are often vocal about bad service
- Social media can make or break a business



iPhone sales Q1 2010 vs Q1 2015

Challenges facing financial firms today

Small firms have less \$ for new tech

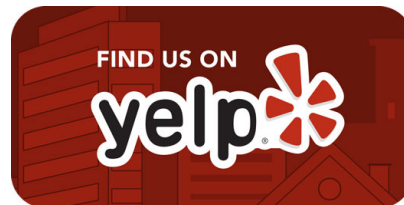
- Shifting to mobile is hard, even for big firms

Small firms have fewer staff to share the load

- Big firms can share the load across staff more easily

Smaller firms have more to gain, and more to lose, from social media

- A bad early review can be “a condemnation to death” for a small business - Cornell Study



Discussion Topic #1

How many times in the past month have you checked online or on a social review site (Yelp, Facebook, Angie's List, etc...) for local business reviews?

- A. Once or twice
- B. About once a week
- C. A few times a week
- D. Daily
- E. Not at all

How service has changed

2006

- Great work + great service = happy clients & referrals

2016

- Great work and...
- Expectations that your firm be connected
- Expectations that you connect on mobiles
- Individuals can reach thousands of listeners
- Social media paper trail

The rules for great customer service have changed!

Financial Technology Hierarchy of Needs

Technology in Financial Services is Hierarchical

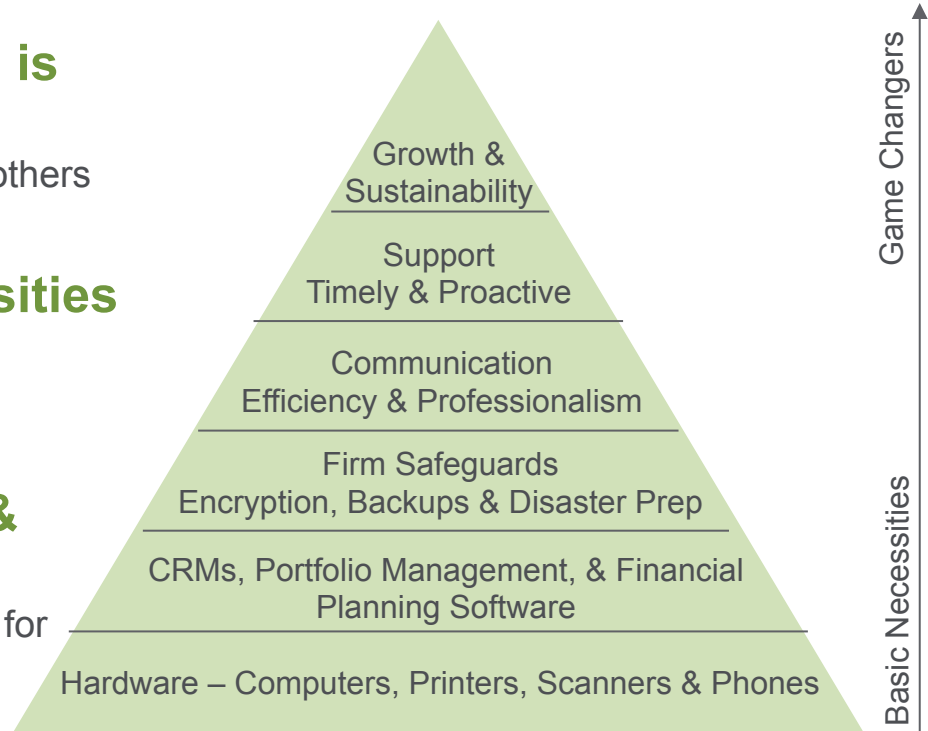
- Some firm technologies must come before others

All Firms Start With Basic Necessities

- Having these technologies does not lead to differentiation or a competitive edge

Not All Firms Reach the Growth & Sustainability Point

- Moving up the pyramid grants opportunities for better client service and firm efficiency
- Firms that invest higher up in the pyramid are most likely to reach sustainable growth



Technology Necessities

Hardware

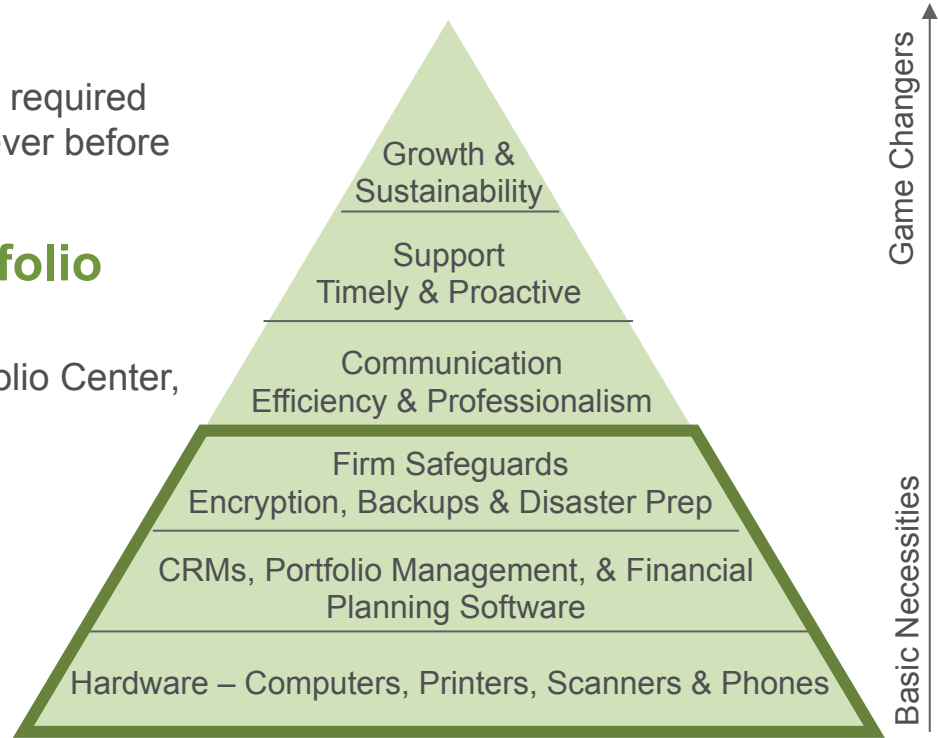
- Computers, printers, scanners & phones are required
- These technologies are lasting longer than ever before

CRMs, Financial Planning, & Portfolio Mgmt Software

- Popular options from Junxure, Redtail, Portfolio Center, Orion, Money Guide Pro, eMoney.

Firm Safeguards

- Eliminating firm ending outcomes
- Developing a disaster recovery plan
- Backing up critical data offsite
- Encrypting data at rest & in-transit



Technology Game Changers

Communication – Professionalism Driver

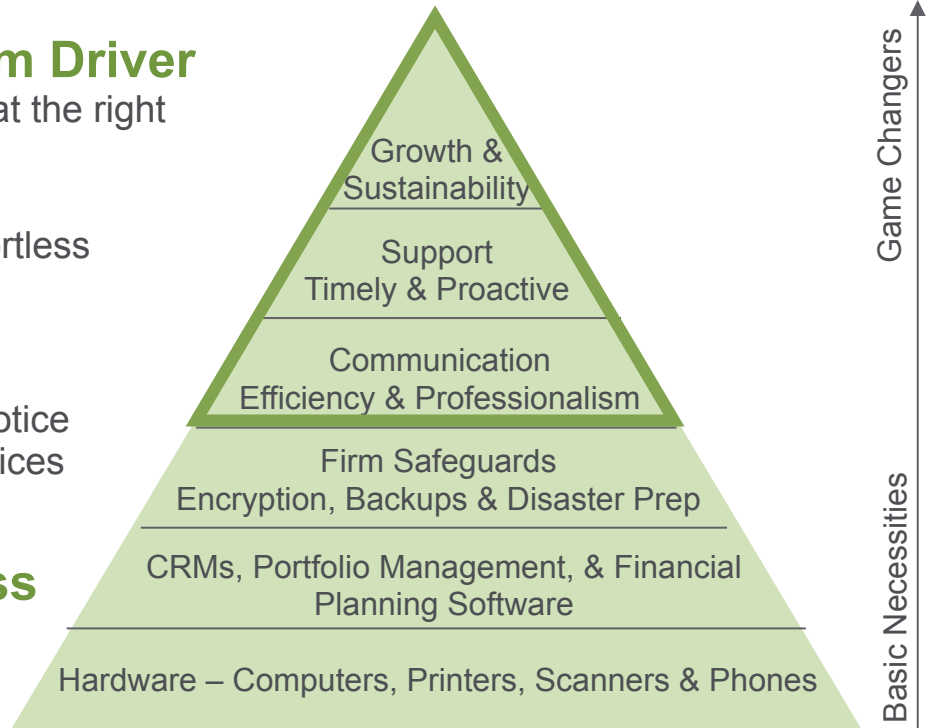
- Delivering the right info, in the right format, at the right time
- Making client data available 24/7
- Retrieving the right data in a way that is effortless

Support – Loyalty Driver

- Being able to assist clients at a moment's notice
- Transitioning from reactive to proactive services

Growth & Sustainability – Success

- Minimizing manual processes & client effort
- Maximizing efficiency & scalability
- Maximizing employee & advisor satisfaction



Discussion Topic #2

Which of these is the top challenge for your firm?

- A. Keeping hardware in good working order
- B. Finding the right CRM, Portfolio, Financial Planning, etc... software
- C. Implementing appropriate technology safeguards
- D. Keeping up with clients' evolving communication preferences
- E. Providing superior support & consulting for clients

Firm Safeguards

Encryption

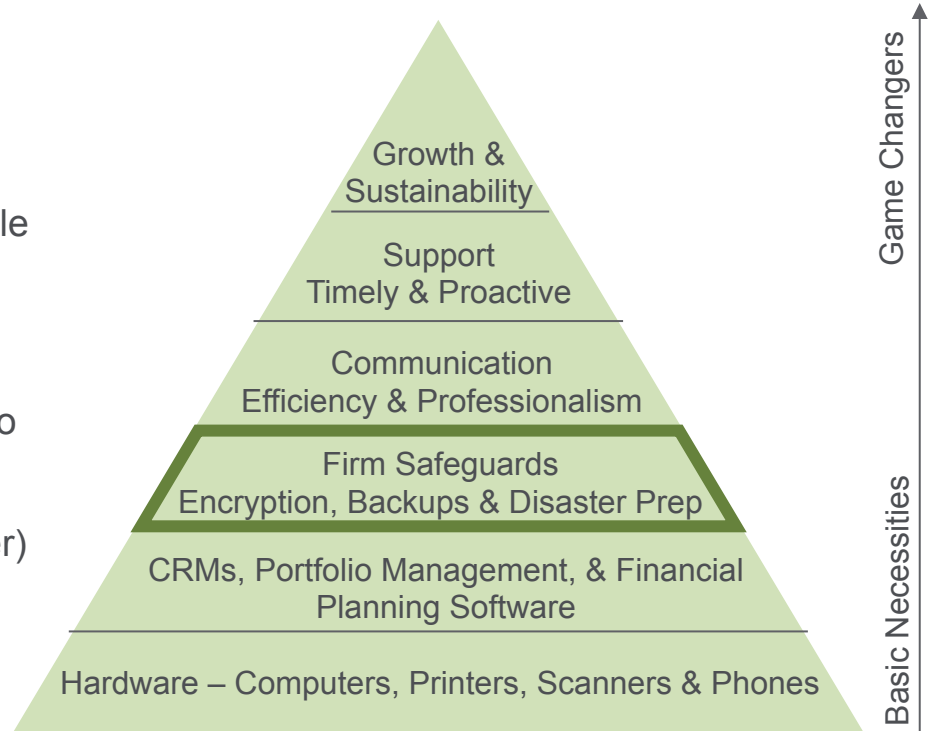
- The vast majority of data breaches can be prevented by encrypting data at rest and in transit
- This is a requirement for Personal Identifiable Information

Backups

- Computers & server hard drives are prone to failure
- Backup important files using external drives (good) or using offsite secure storage (better)

Disaster Recovery

- Understand your firm's regional risks
- Implement plans to ensure safety of data, and continuation of operations



Communicating Effectively

Effective Communication Tools Facilitate Ease of Doing Business

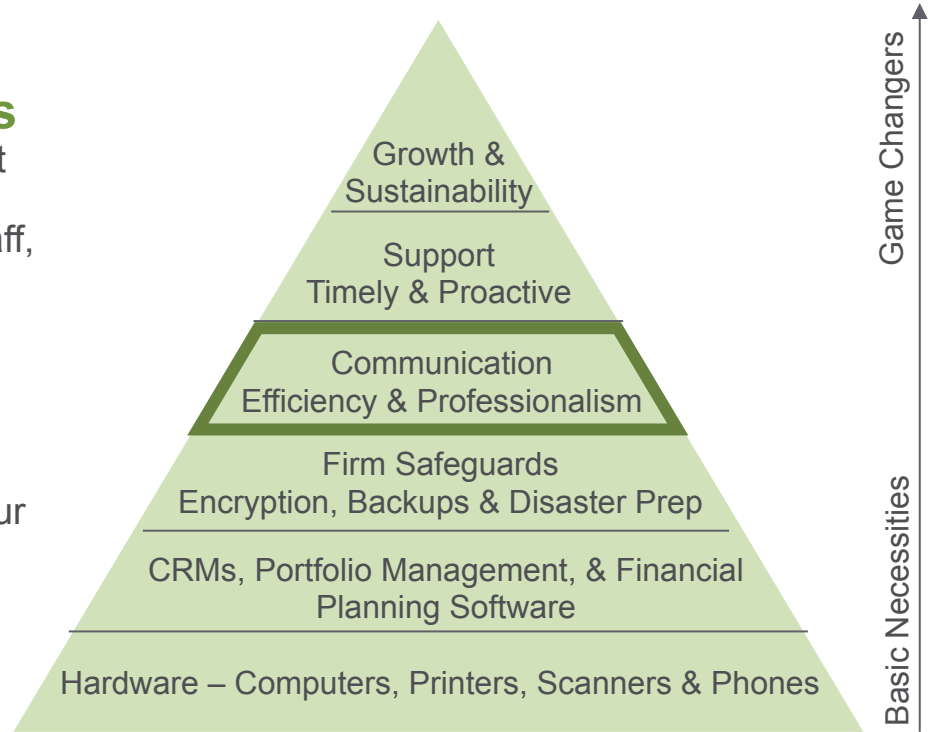
- Exchange files & emails using a service that conveys security & brand identity
- Make sure tools are easy to use for your staff, and in particular your clients

24/7 Access in an On-Demand World

- Tools like client portals help clients get the information they need faster and without your involvement
- Offering a self-service option is critical

Collecting Data Contextually

- Use tools that your clients have available
- E-Signatures = signing on a phone instantly



Discussion Topic #3

What's the most common way you communicate with your clients now?

- A. Primarily email
- B. Primarily a client portal
- C. Primarily over the phone
- D. Primarily over fax
- E. Primarily text message
- F. A combination of the above

Next Level Support

Support Builds Client Loyalty

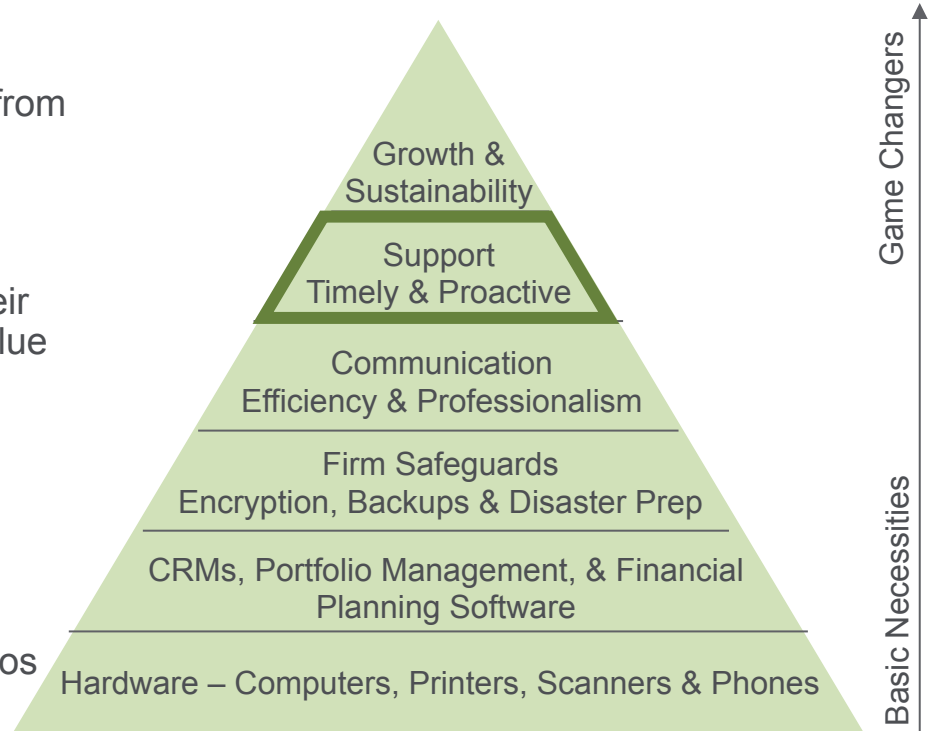
- Excellent support helps transition your firm from “one of many” to “trusted advisor”

Responsive Support is Good

- Tools that help you support customers in their environment, at a moment’s notice, build value
- Logging on and helping a client review a performance report.

Proactive Support is Better

- Tools that allow you to proactively address things before they are issues builds loyalty
- Regularly checking in on customer’s portfolios and other information without the customer having to request help



Sustainable Growth & Competitive Edge

Remain Accessible, Even When Away

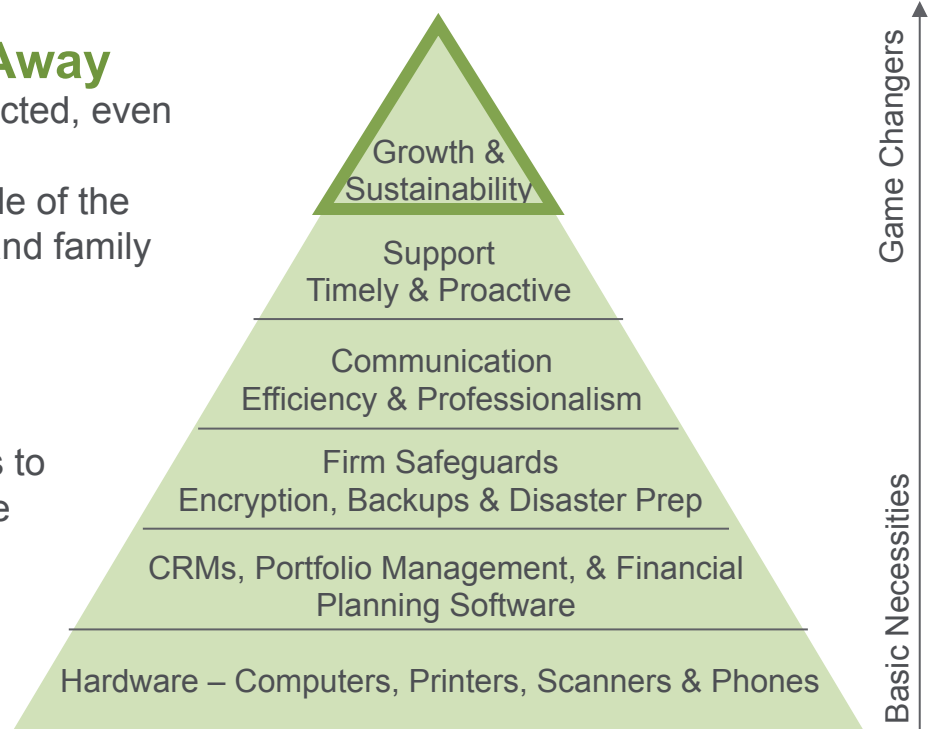
- Cloud based software helps you stay connected, even when at home or out of town
- Obtaining the tools to work effectively outside of the office allows you to make time for yourself and family

Support Your Staff

- Life circumstances change
- Adopt tools that can entice great employees to stay and be productive even out of the office

Reach Sustainability

- Minimize remaining manual processes
- Focus you and your employees' time on the works that drives the most client perceived value



Citrix for Financial

ShareFile

- The industry's leading Client Vault & encrypted email solution

RightSignature

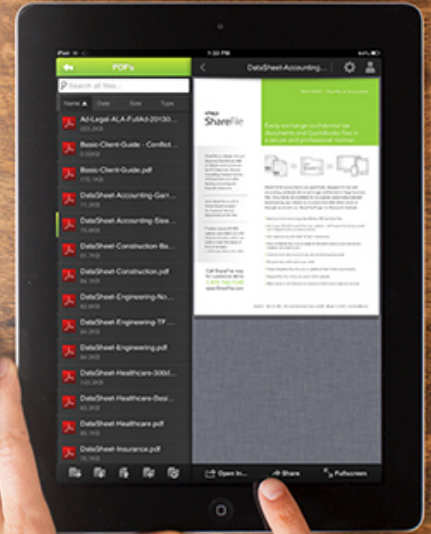
- The easiest & fastest way to sign new client forms, ADV forms, and more from any device

ShareConnect

- Seamless access to your desktop, or your clients' financial files, from anywhere



Citrix for Financial Services Demonstration



Discussion Topic #4

Which of the following topics we covered today do you want your firm to focus on most?

- A. Improving how we communicate with clients
- B. Improving how we support clients
- C. Improving my flexibility with working outside of the office
- D. Improving my staff's ability to work outside of the office
- E. Improving my firm's technology safeguards

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Q&A

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