Solving the Loyalty Crisis: The Future of Advice

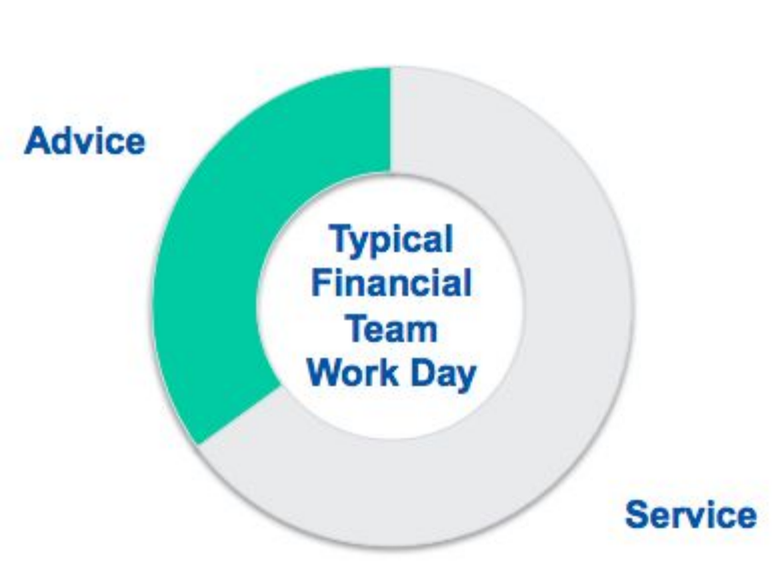
Clara Shih, CEO of Hearsay Systems

April 14, 2018

In 2017, we called, visited, surveyed, interviewed, and analyzed thousands of advisors across the country.

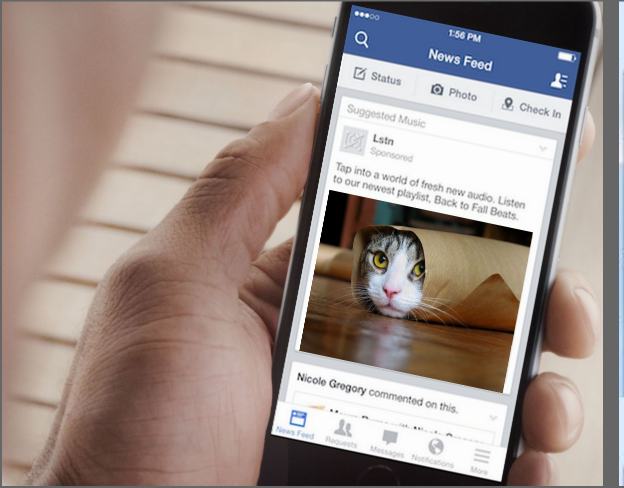
Here’s what we saw...

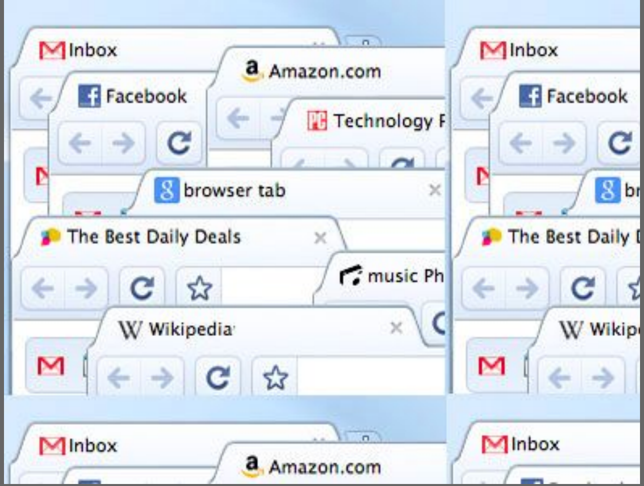
Servicing clients via manual processes continues to dominate the financial advisory team work day



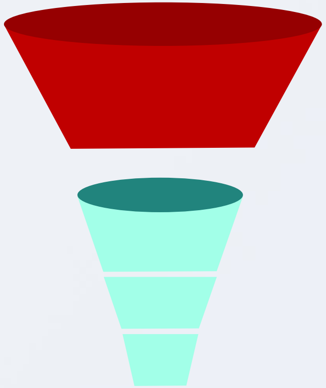
*Source: Morgan Stanley 2017 U.S. Financials Conference – June 13, 2017

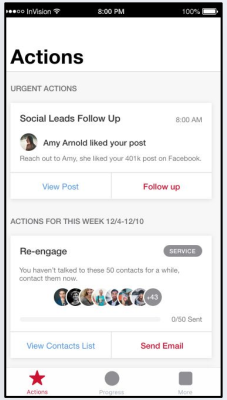
Most advisors are overwhelmed by digital programs, and don’t see value

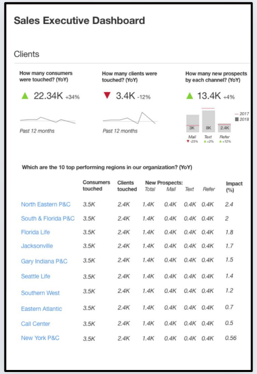


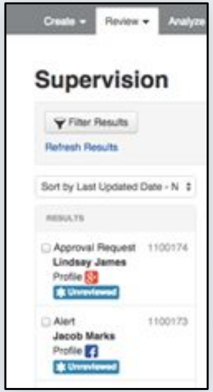


A Successful Digital Strategy Encompasses Four Critical Advisor Productivity Pillars









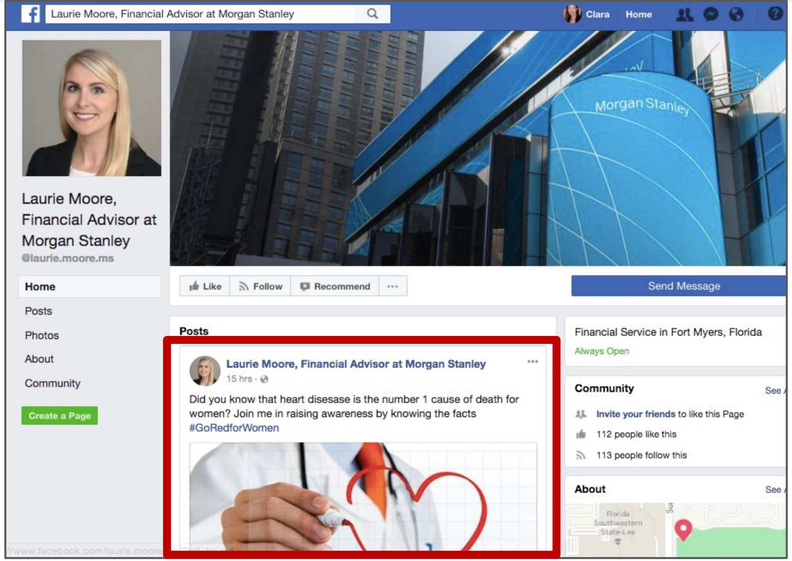
Delegate and automate 1-to-many

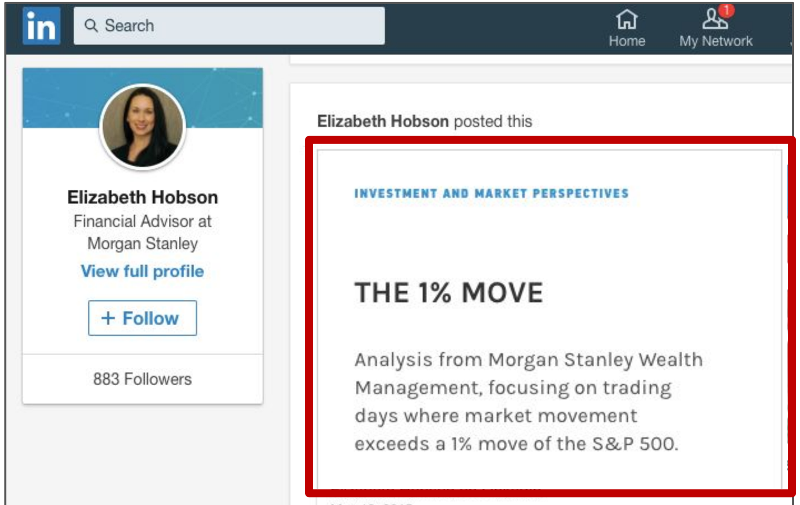
Facilitate high-value 1-to-1 workflows

Capture data for actionable analytics

Built-in compliance for ease of use

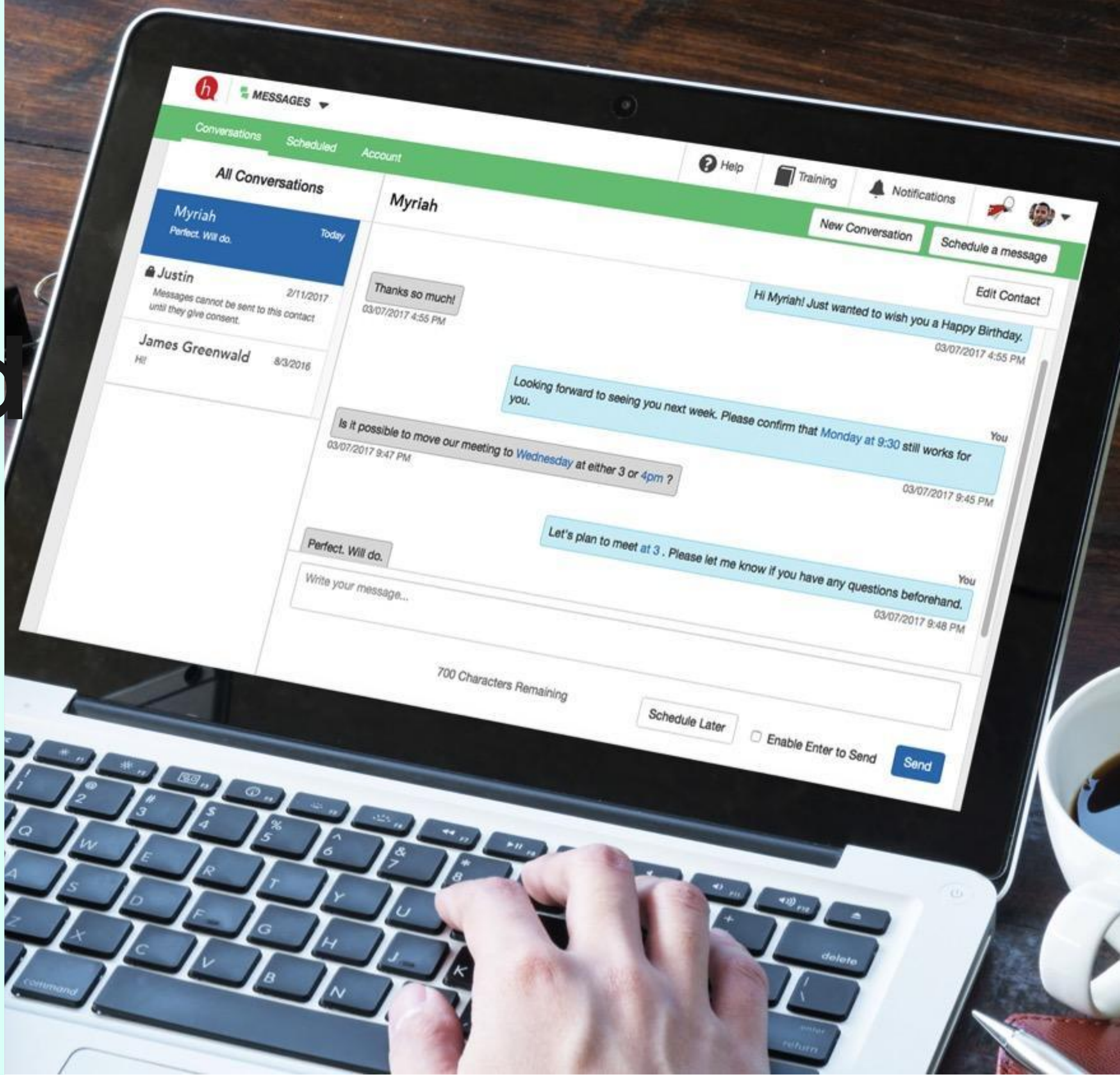
Automate and delegate 1-to-many



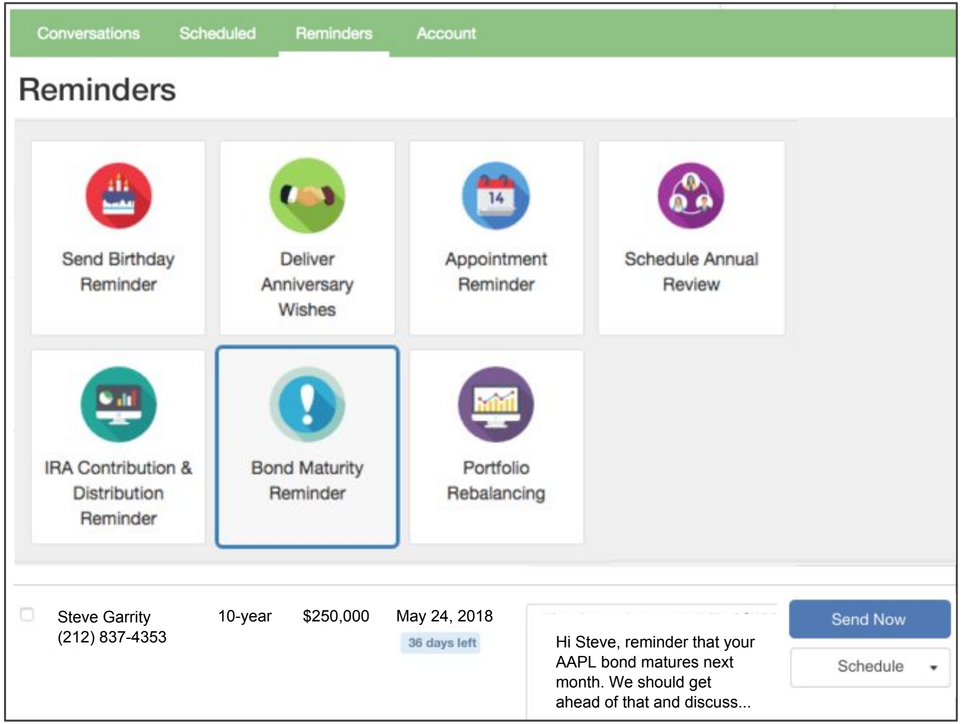


Personalized Content Subscriptions. *Auto-post relevant content on advisor's behalf to social profiles and website, based on expertise.*

Automate and delegate 1-to-many

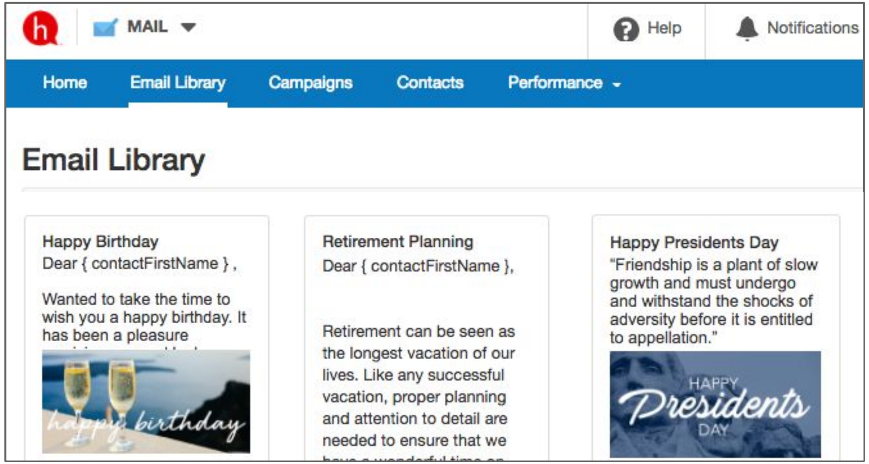


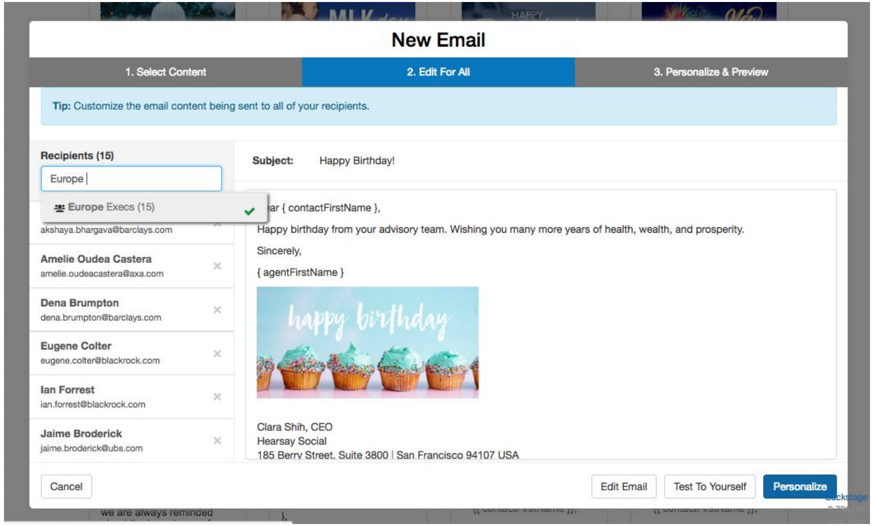
Team Texting Console. *Allow advisors to delegate access to CSAs and staff to text on their behalf.*



Facilitate high-value 1-to-1 workflows

Text Workflows and Reminders. *Allow advisors to one-tap reach out to clients during critical moments.*

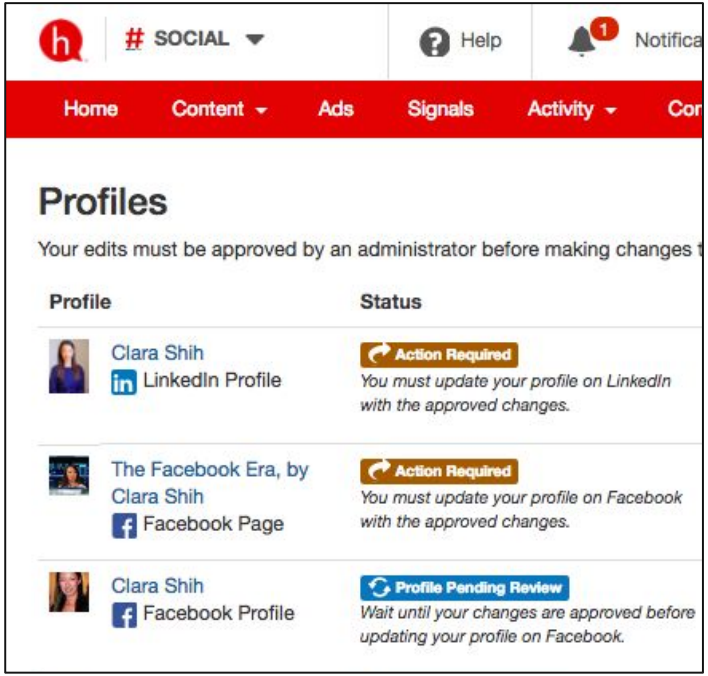




Facilitate high-value 1-to-1 workflows

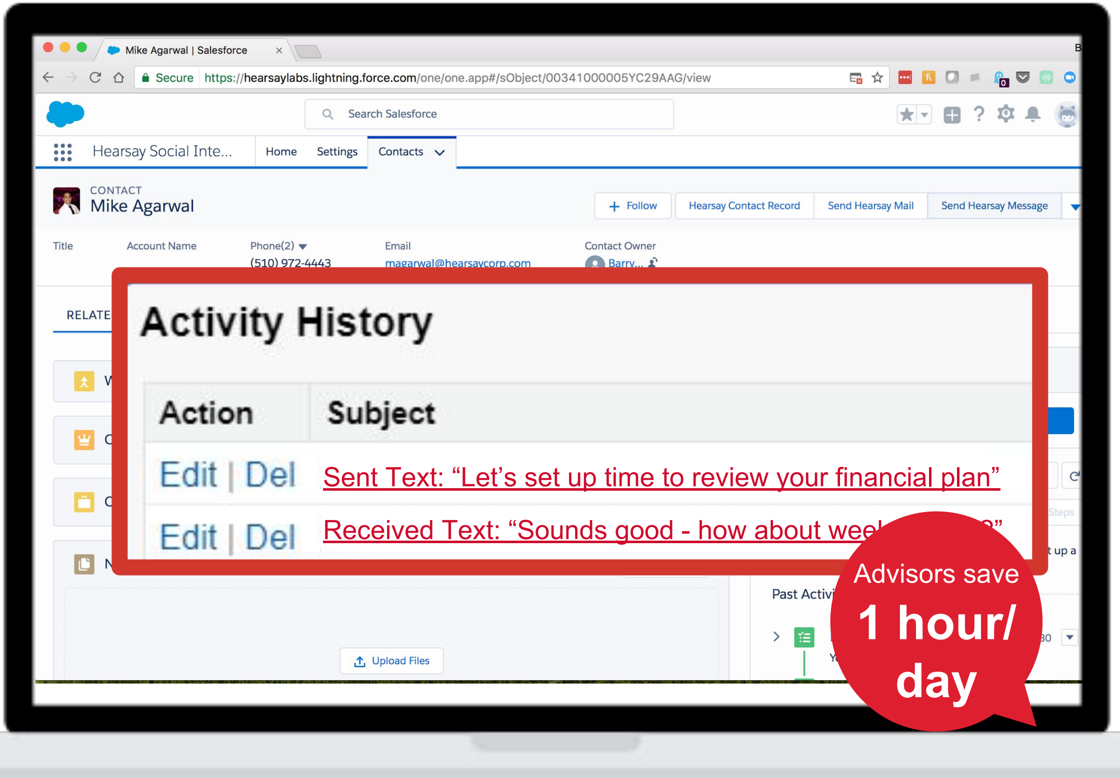
Client Sales and Service 1-to-1 Email Workflows.
Allow advisors to one-tap reach out to clients during critical moments.

Built-in compliance for ease of use



Built-in profile supervision and review.

Capture data for actionable analytics



CRM Connector. *Automatically sync advisor interactions with CRM client contact record.*

Capture data for actionable analytics

***CRM Connector.** Automatically sync advisor interactions with CRM client contact record.*

Activity History | Log a Call | Mail Merge

No records to display

BEFORE

Activity History | Log a Call | Mail Merge

10-15X
Data in CRM

Action	Subject	
Edit | Del	Replied Text: Confirming call for 3pm today	2/3/2018
Edit | Del	Sent Text: Confirming call for 3pm today	2/3/2018
Edit | Del	Form Fill: Term Life Insurance Quote	2/1/2018
Edit | Del	Was Delivered Email: 2018_Q1_01_Email_Astor Launch for Execs.Ema[illegible]	[illegible]
Edit | Del	Filled Out Form: ZoomWebinarTest2_ZoomWebinarLandingPage	

AFTER

"Advisors don't like to manually enter data. Hearsay eliminates the need by automatically adding all social, email, website interactions to CRM… it has **brought our Salesforce instance to life**."

–STEVE ABRAMO, Head of Enterprise CRM

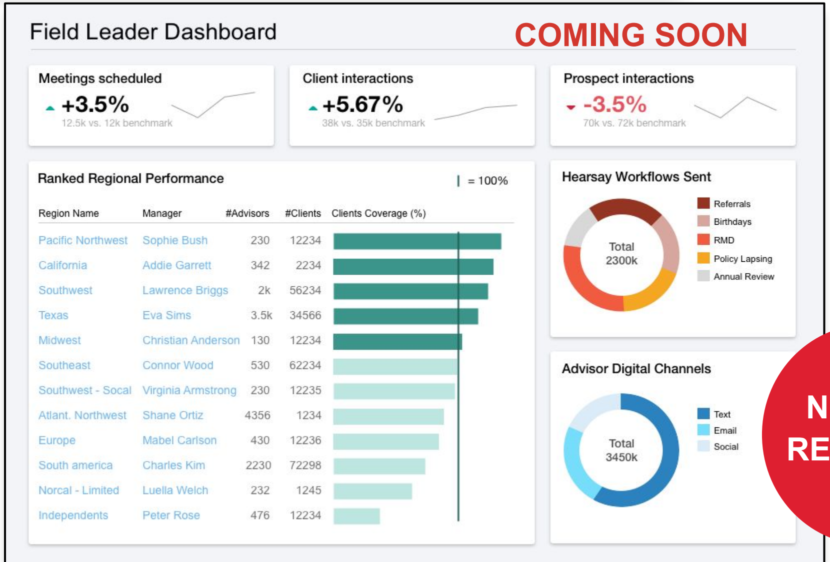
NEW YORK LIFE

Capture data for actionable analytics

***Field Management Dashboard.** See all advisor activity in real-time dashboards and reports.*

Report – Client Annual Reviews

Client	Advisor	Last Outreach	Days Since Last Meeting
Adam DePue	Matthew B. Terry	August 26, 2015	195
Alex Galis	Clint Bowman	August 7, 2015	214
Amy Gray	Judy T. Koons	November 20, 2015	109
Addison Keizer	Gale Melendez	October 18, 2015	142
Doug Groncki	Barry Nelson	August 21, 2015	200
Akshay Shah	Mark Gilbert	December 25, 2015	74
Adam Denning	Willy Loman	July 26, 2015	226
Zach Owens (欧文思)	Barry Nelson	January 15, 2016	53
Gabriel Paquin	Willy Loman	October 17, 2015	143
Alex Cobb	Damian D. Mullins	August 25, 2015	196
Adi Mazor Kario	Gale Melendez	August 6, 2015	215
Ganapathy Krishnamoorthy	Mark Gilbert	July 26, 2015	226
Alain Gefflaut	Katherine Whigham	December 8, 2015	91
Abhay Rajaram	Barry Nelson	September 24, 2015	166
Abhay Parasnis	Miguel Cancino	December 3, 2015	96
Aiden Lee	Willy Loman	October 14, 2015	146
Andrew Giel	Willy Loman	December 27, 2015	72
Bill Gates	Matthew B. Terry	September 26, 2015	164



Region Name	Manager	#Advisors	#Clients
Pacific Northwest	Sophie Bush	230	12234
California	Addie Garrett	342	2234
Southwest	Lawrence Briggs	2k	56234
Texas	Eva Sims	3.5k	34566
Midwest	Christian Anderson	130	12234
Southeast	Connor Wood	530	62234
Southwest - Socal	Virginia Armstrong	230	12235
Atlant. Northwest	Shane Ortiz	4356	1234
Europe	Mabel Carlson	430	12236
South america	Charles Kim	2230	72298
Norcal - Limited	Luella Welch	232	1245
Independents	Peter Rose	476	12234

NO CRM REQUIRED

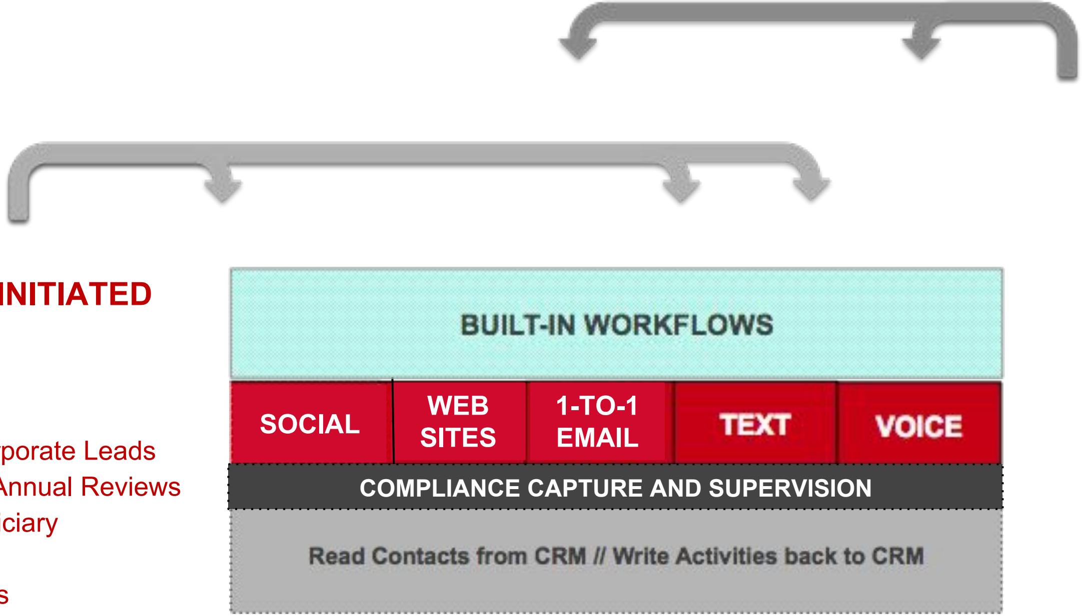
Hearsay Advisor Cloud

ADVISOR-INITIATED WORKFLOWS

EXAMPLES
- Birthday
- Congratulations
- Referrals
- Meeting and Event Reminders

CORPORATE-INITIATED WORKFLOWS

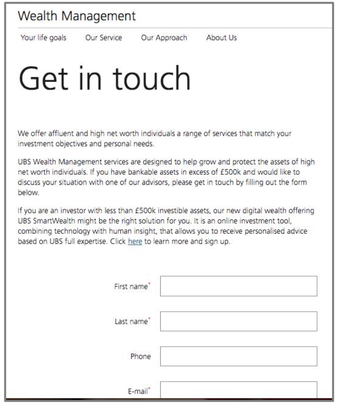
EXAMPLES
- Follow-up on Corporate Leads
- Schedule/Track Annual Reviews
- Change in Beneficiary
- Maturing Bond
- Retirement RMDs
- Next Best Actions



hearsay SYSTEMS

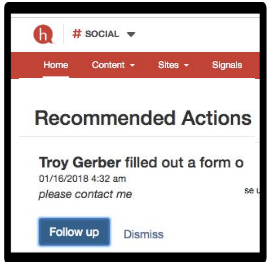
Use case: Lead follow-up

Prospect requests info on corporate website / advisor locator



Lead form submitted

Lead matched to local advisor, who is prompted to follow up

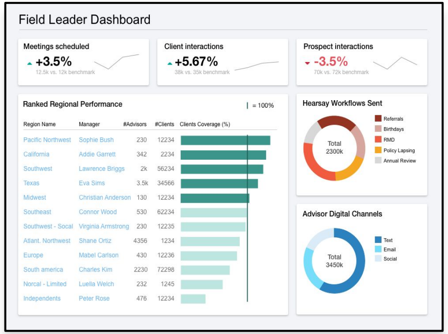


Advisor email triggered

Hearsay Voice*

Advisor call triggered

Corporate visibility



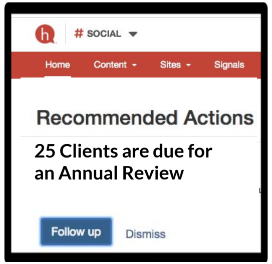
Did the advisor follow up?

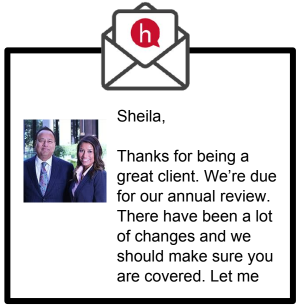
How long did it take him to follow up?

How does this affect conversion rates?

Use case: Annual reviews and financial planning

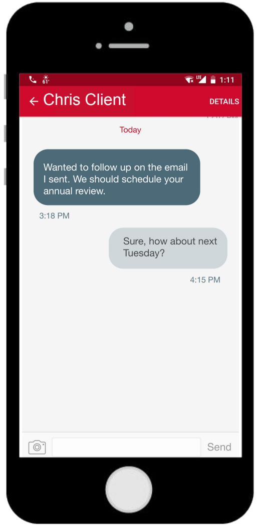
Email Trigger





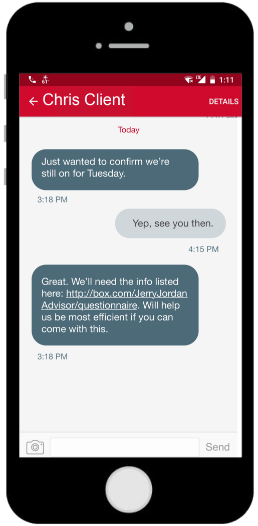
Meeting Generator Templates

Text Follow-Up



Schedule meeting

Text Meeting Confirm



Send questionnaire

In-Person Meeting

Corporate Visibility

Annual Reviews

Advisor	Last Outreach	Days Since Last Meeting
Matthew B. Terry	August 26, 2015	[illegible]
Clint Bowman	August 7, 2015	[illegible]
Judy T. Koons	November 20, 2015	[illegible]
Gale Melendez	October 18, 2015	[illegible]
Barry Nelson	August 21, 2015	[illegible]
Mark Gilbert	December 25, 2015	[illegible]
Willy Loman	July 26, 2015	[illegible]
Barry Nelson	January 15, 2016	[illegible]
Willy Loman	October 17, 2015	[illegible]
Damian D. Mullins	August 25, 2015	[illegible]
Gale Melendez	August 6, 2015	[illegible]
Mark Gilbert	July 26, 2015	[illegible]
Katherine Whigham	December 8, 2015	[illegible]
Barry Nelson	September 24, 2015	[illegible]
Miguel Cancino	December 3, 2015	[illegible]
Willy Loman	October 14, 2015	[illegible]
Willy Loman	December 27, 2015	[illegible]
Matthew B. Terry	September 26, 2015	[illegible]

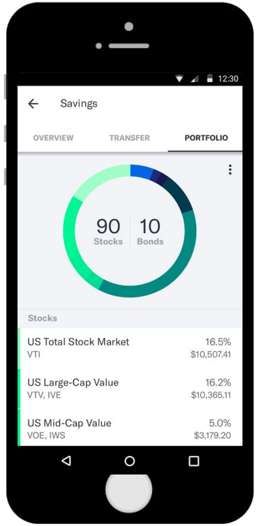
Has every client been offered an annual review?

How many annual reviews and financial plans have been completed?

Use case: Keeping robo clients engaged

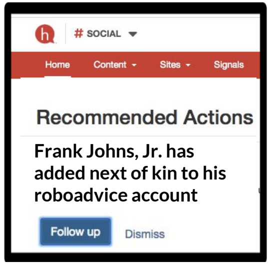
Meet client's children in person

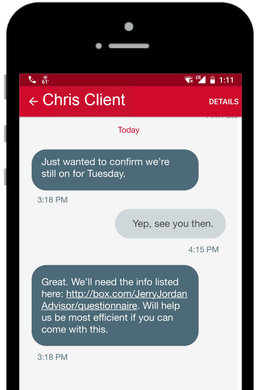
Sign them up for roboadvisor



...

Trigger event prompts advisor to re-engage with text





In-person meeting to discuss material change

Digital must be totally aligned to business outcomes and organization

Head of Field Distribution

Establish highest-priority business outcomes
eg, Encouraging advisors to do financial plans
Improve advisor productivity
Success of CRM / data / BI initiative
Improving success rate of new advisors

Sales Operations

Program alignment and measurement against outcomes. Advisor adoption.

Marketing / Digital

Must be accountable to field. Content creation (videos, templates), brand alignment.

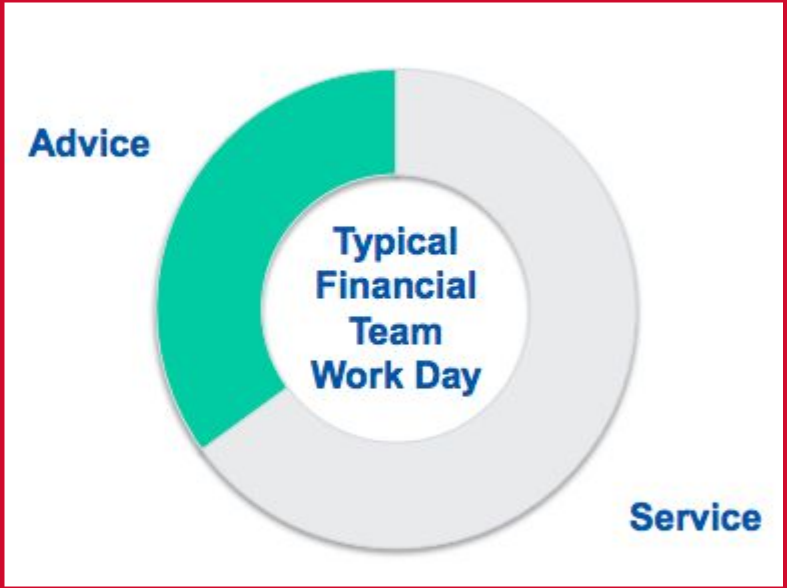
Compliance

Ensure technology is configured per firm regulatory policy

IT / Innovation

Integration with CRM, archive, other systems

Your Digital Strategy: address the loyalty and productivity ~~crisis~~ opportunity



*Source: Morgan Stanley 2017 U.S. Financials Conference – June 13, 2017

Thank you!

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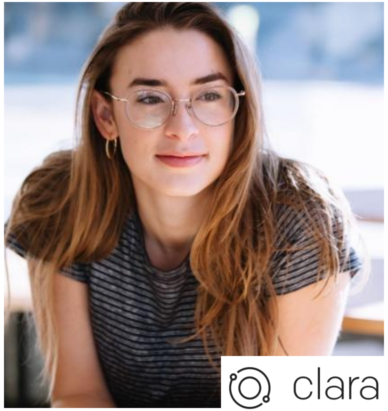
@hearsaycorp.com

hearsay summit
the advisor cloud conversation

You're invited
5.23+24. 2018
terra gallery, SF



The Future of Work in an AI, machine-learning world
– Maran Nelson,
CEO and cofounder

Why Today's Field Leaders Need to also become Digital Leaders
– Paul LaPiana,
Chief Distribution Officer

Driving Advisor Efficiency and Effectiveness with Digitally Scaled Outreach
– Chris Randazzo, former
Chief Information Officer

Disrupting the 401(K) Market
– Kevin Busque,
CEO and founder

Personal and Authentic at Scale: RBC's Local, Digital Advisor Strategy
– Kirk Dudtschak
Executive Vice President

APPENDIX

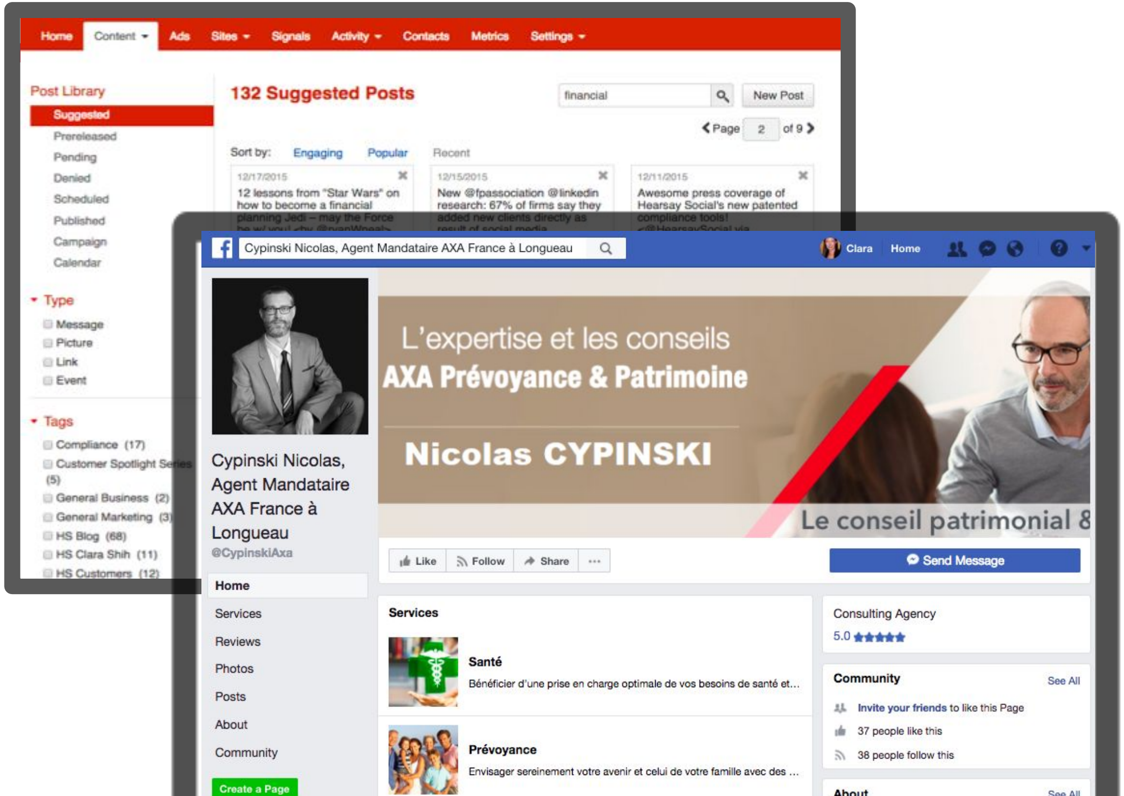
Clients expect digital engagement interspersed with in person...

OLD WORLD
Advisor-led, offline only

TODAY'S REALITY
Client-driven, mix of digital and face-to-face

Hearsay Advisor Social

Engaging, Dynamic Social Presence for Advisors



1. **Easy and Personalised**
   Content recommendation engine + 1 click

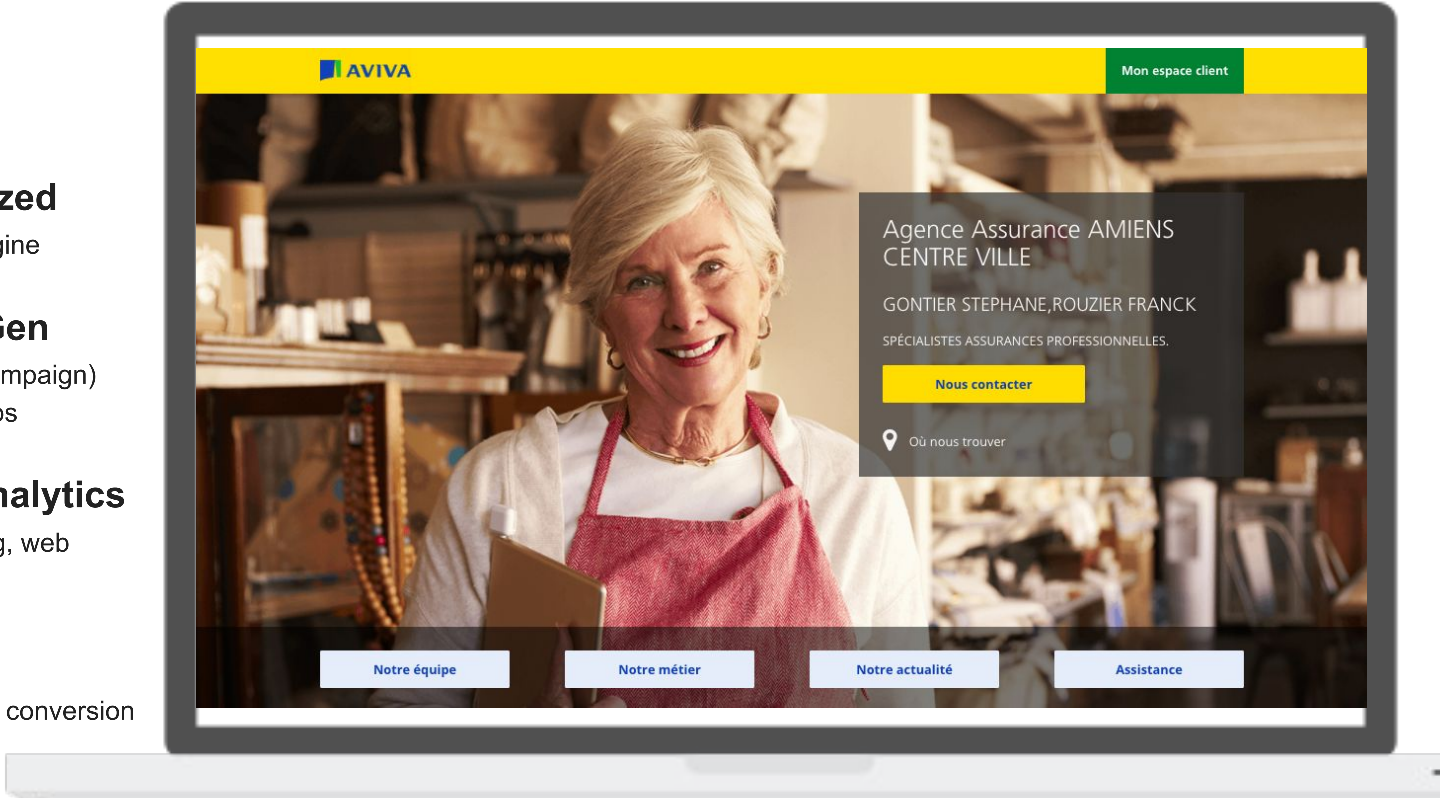
2. **Assisted Demand Generation**
   "Autopilot" mode (dynamic campaign) through to 1-1 email follow-ups

3. **Built-in Data and Analytics**
   Campaign UTM code tracking, optional CRM integration

4. **Unified Advisor Interface**
   Seamless Email, Websites, Texting

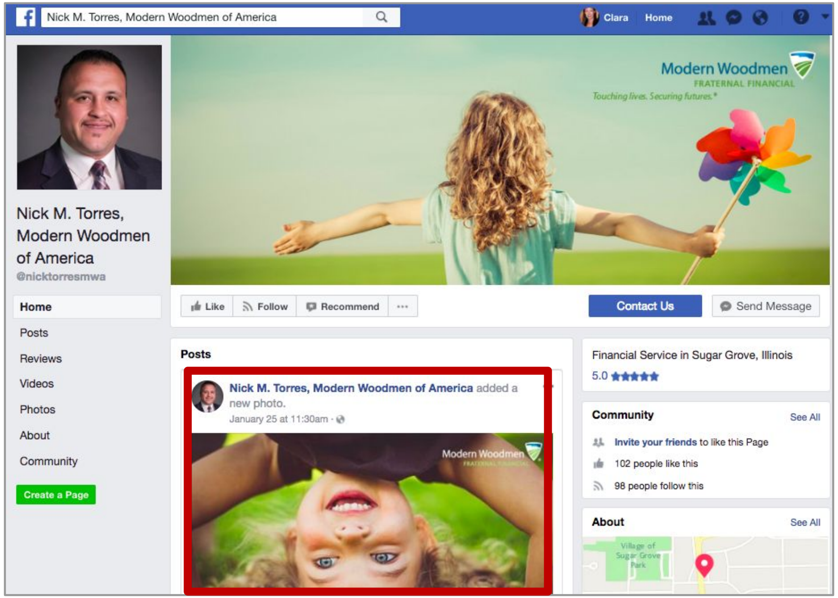
Hearsay Advisor Sites

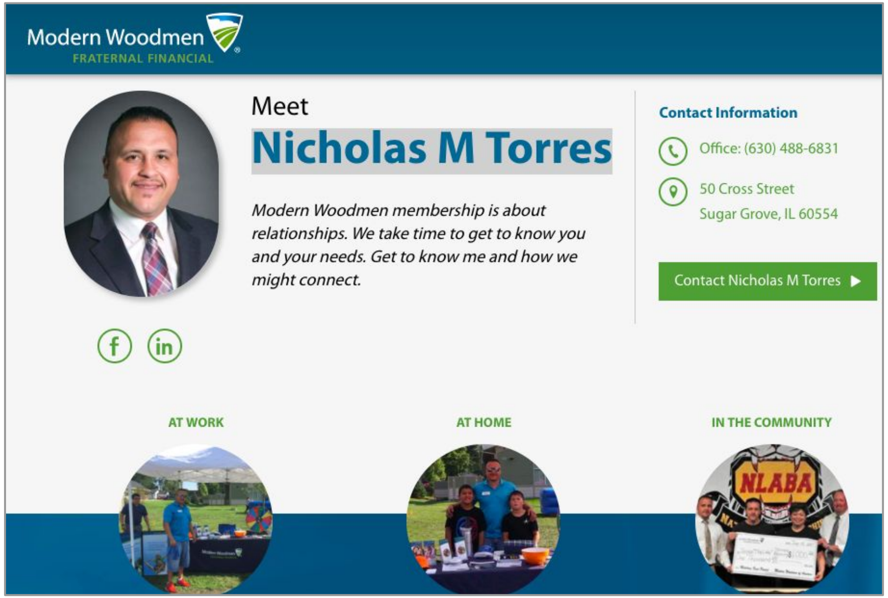
Dynamic, Personalized, High-Conversion Online Presence for Advisors



1. **Easy and Personalized**
   Content recommendation engine
2. **Assisted Demand Gen**
   "Autopilot" mode (dynamic campaign) through to 1-1 email follow-ups
3. **Built-in Data and Analytics**
   Campaign UTM code tracking, web lead-to-CRM integration
4. **Proven ROI**
   High SEO discoverability and conversion

Boost advisor productivity with assisted demand generation



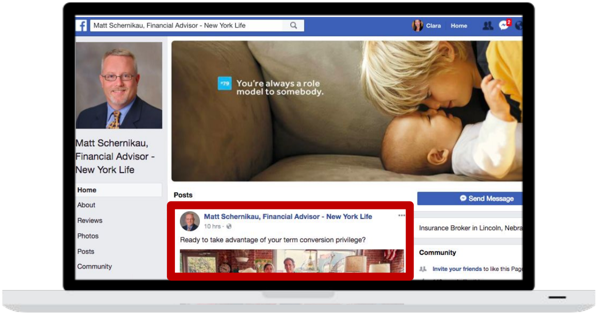


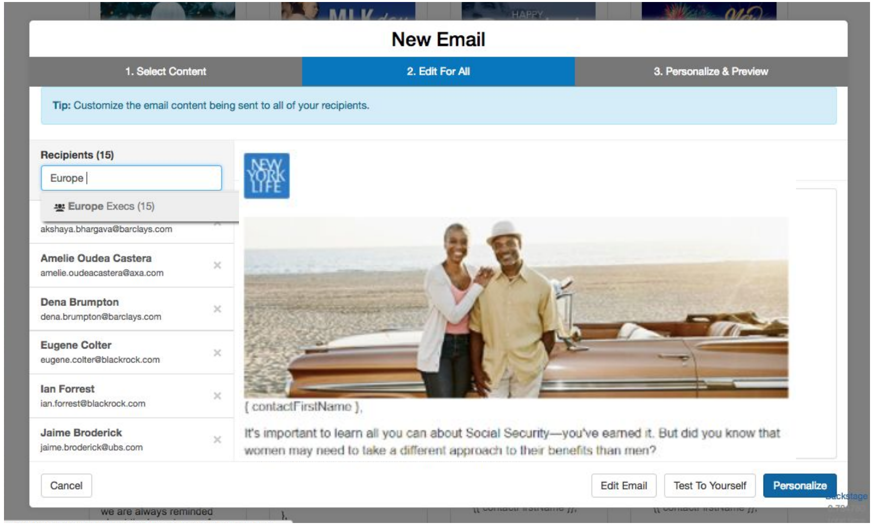
1 Unified Social + Sites key to advisor adoption

2 Content Autopilot
"Dynamic Campaign Channels"

Advisor 1-1 Emails:
Personal, authentic bulk-action templates

**Now included in Hearsay Social*

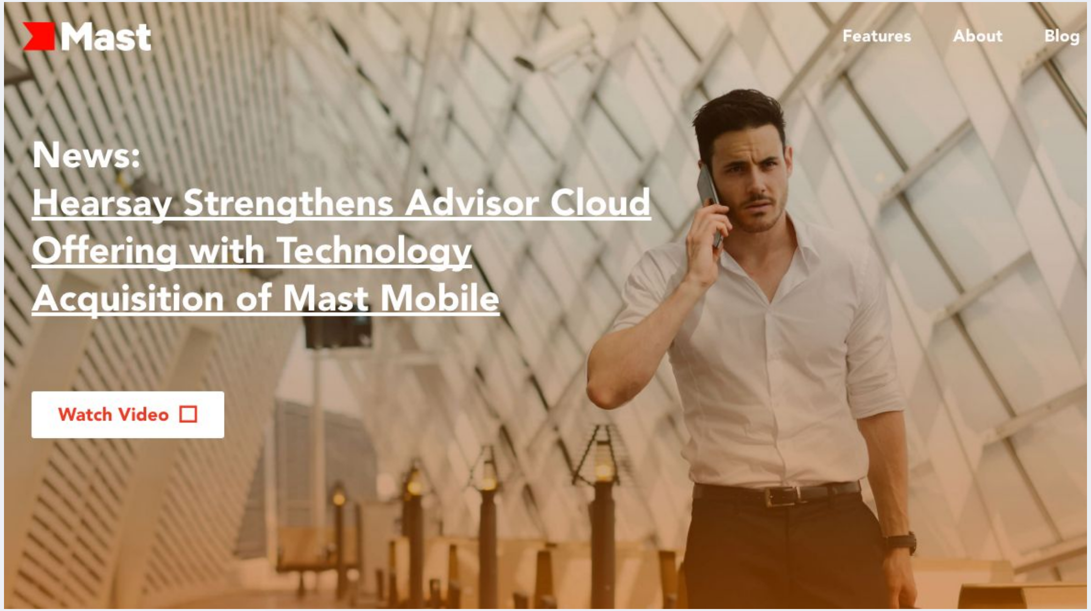




**Now included in Hearsay Social*

Preview: Voice and Call Analytics

Coming Summer 2018



1. Integrated voice capability
2. Triggered call suggestions
3. Call analytics synced with CRM

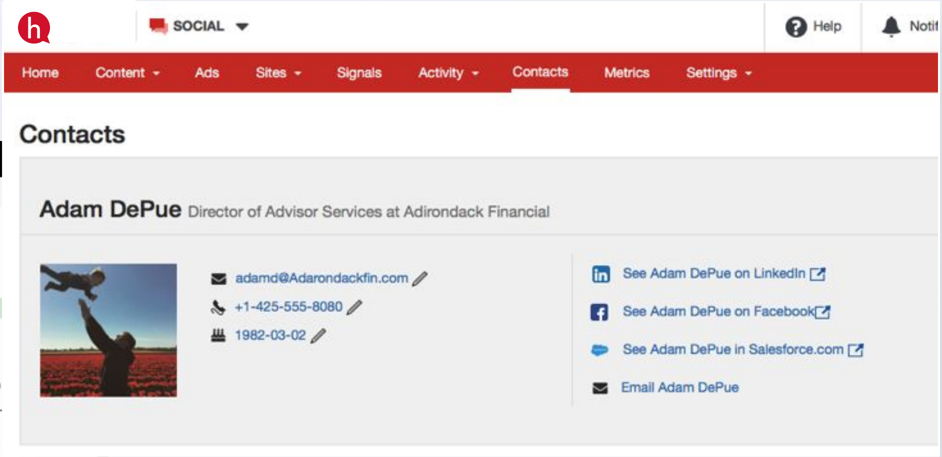
Hearsay – Microsoft Dynamics CRM Connector

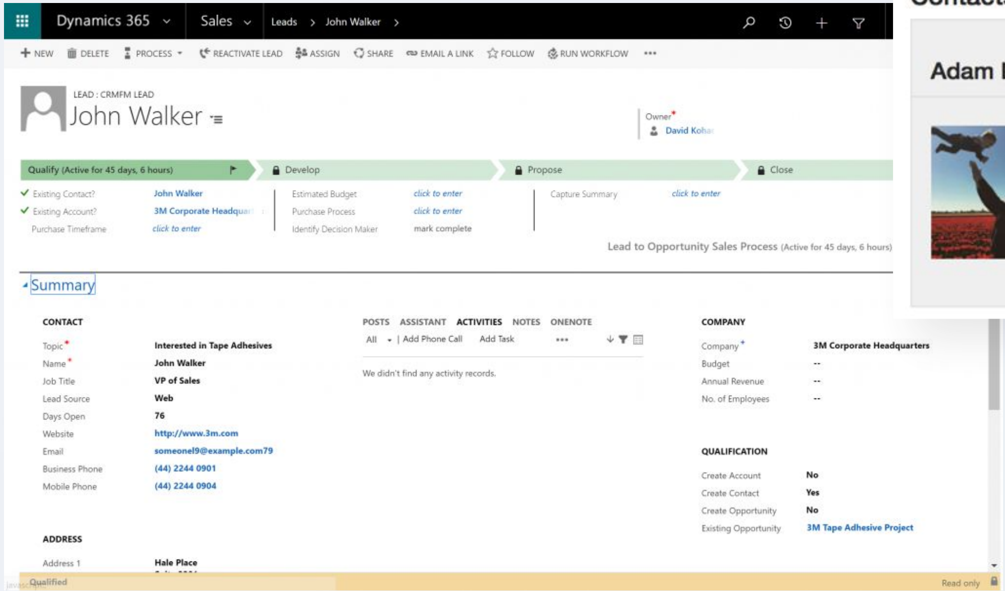
Coming Summer 2018

Microsoft Dynamics® CRM

CRM Contacts

(ex. New lead, client with upcoming RMD)

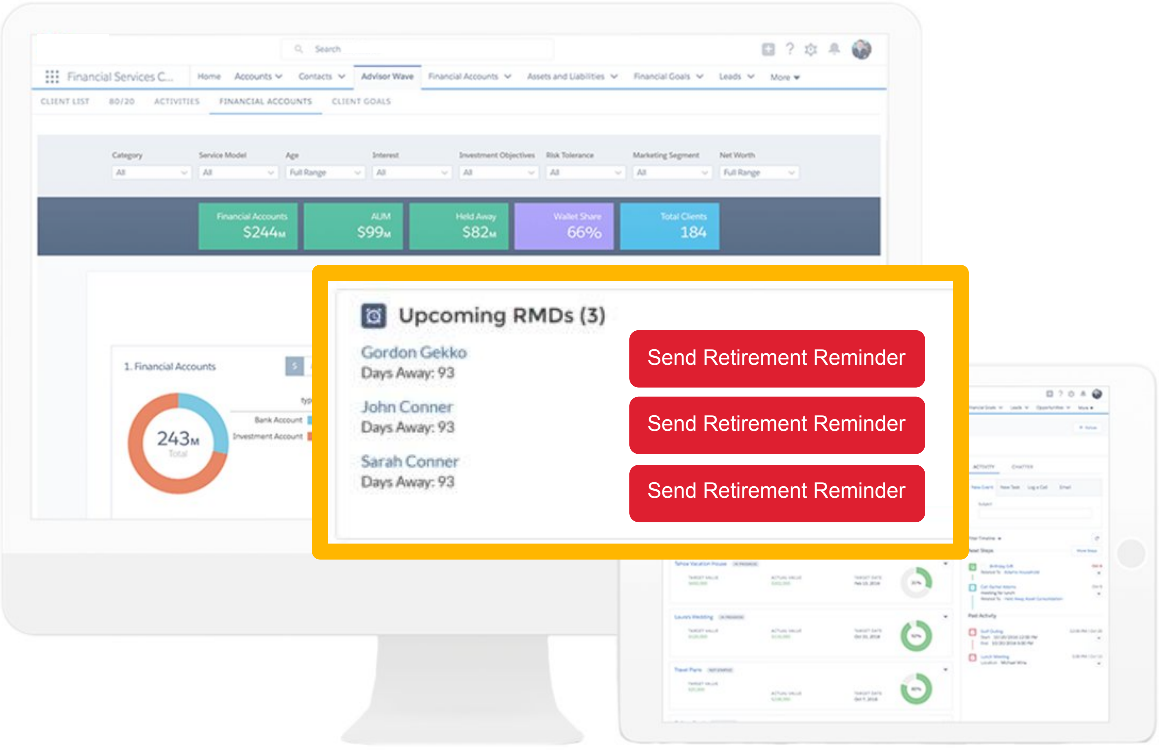




Hearsay Activity

(ex. Prospect opened e-mail and read emerging markets brief)

Embed Hearsay Action Buttons in existing advisor apps and systems



1 click to perform suggested next-best action within CRM

1. Happy birthday
2. Required minimum distribution
3. Margin call
4. Maturing bond