



Solving the Loyalty Crisis: The Future of Advice

Clara Shih, CEO of Hearsay Systems

April 14, 2018





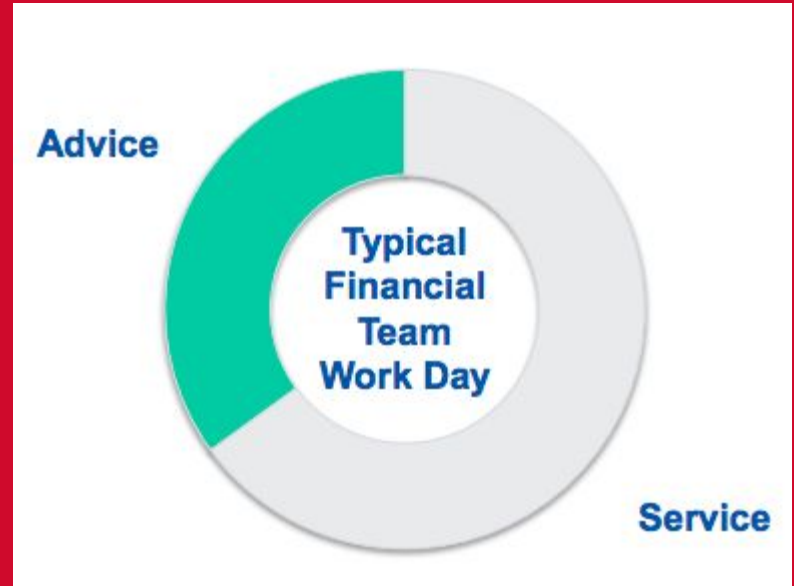
**In 2017, we called, visited, surveyed,
interviewed, and analyzed thousands of
advisors across the country.**



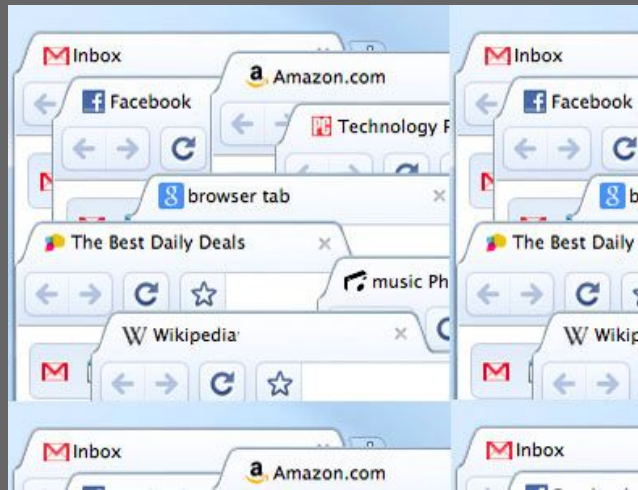
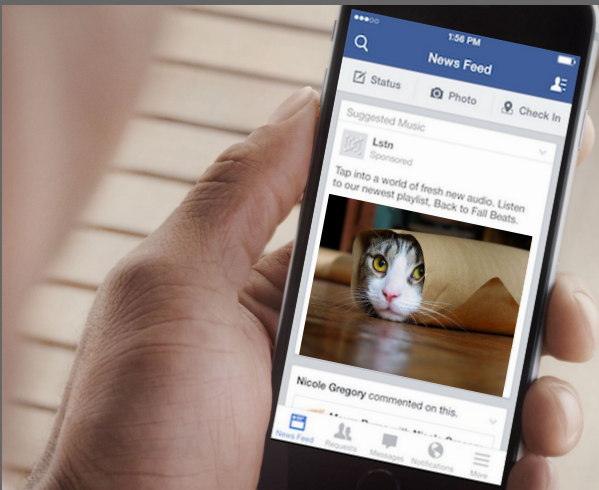


Here's what we saw...

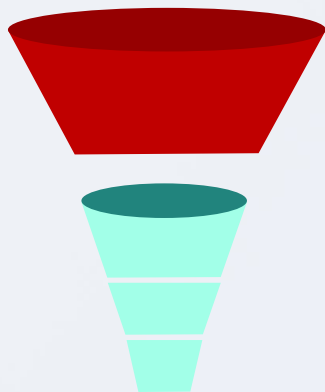
**Servicing clients via
manual processes
continues to
dominate the
financial advisory
team work day**



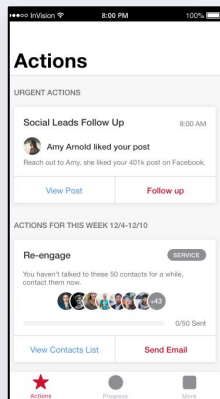
Most advisors are overwhelmed by digital programs, and don't see value



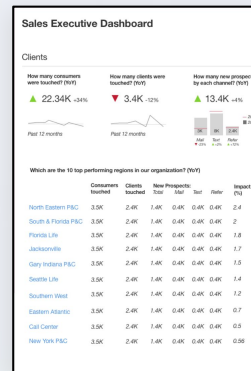
A Successful Digital Strategy Encompasses Four Critical Advisor Productivity Pillars



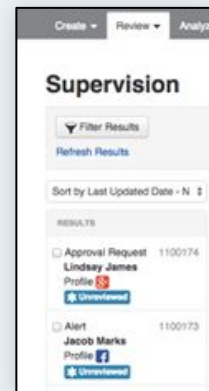
Delegate and automate
1-to-many



Facilitate high-value
1-to-1 workflows



Capture data for
actionable analytics

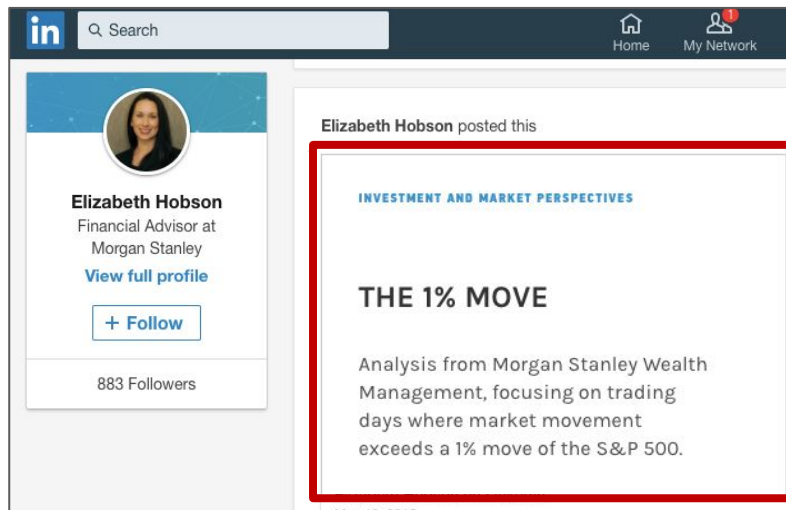
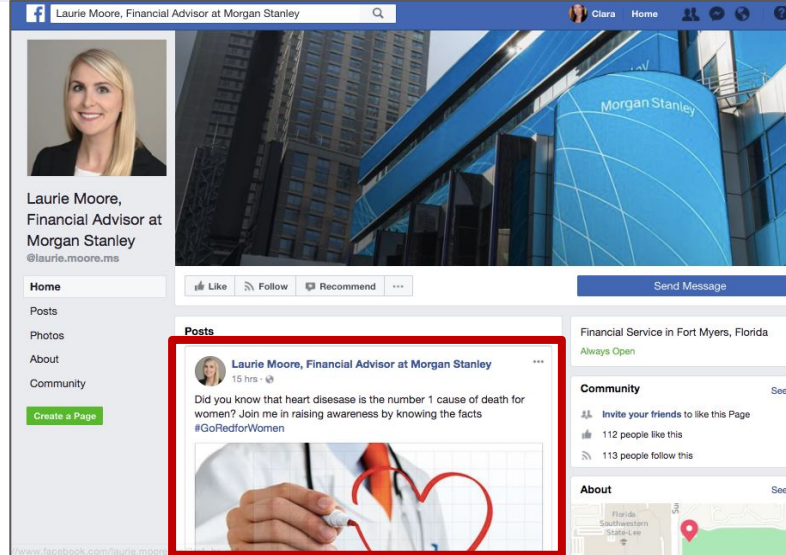


Built-in compliance
for ease of use



Automate and delegate 1-to-many

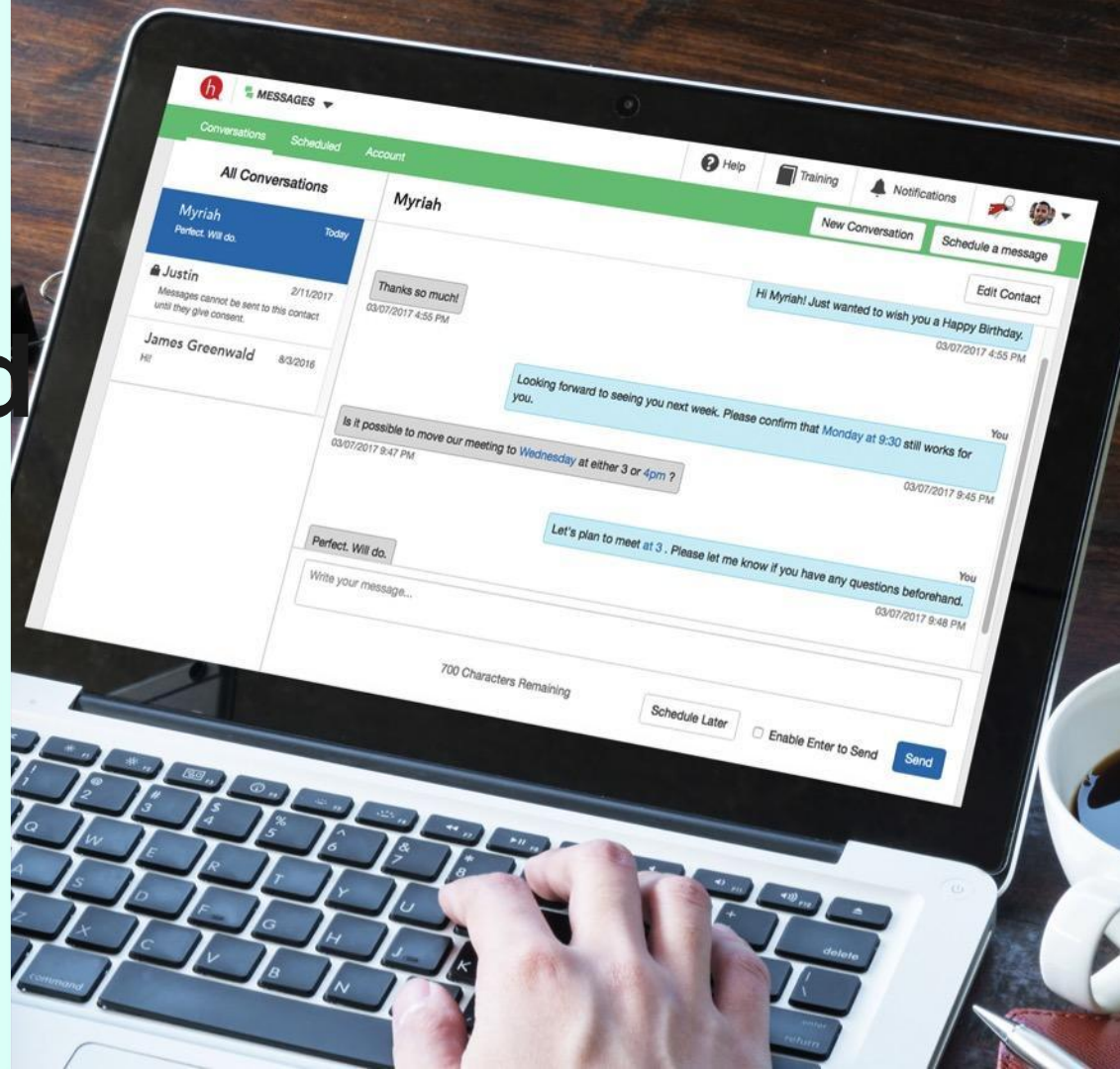
Personalized Content Subscriptions. Auto-post relevant content on advisor's behalf to social profiles and website, based on expertise.





Automate and delegate 1-to-many

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






Conversations

Scheduled


Reminders

Account


Reminders




Send Birthday
Reminder




Deliver
Anniversary
Wishes




Appointment
Reminder




Schedule Annual
Review



IRA Contribution &
Distribution
Reminder



Bond Maturity
Reminder



Portfolio
Rebalancing

☐ Steve Garrity
(212) 837-4353

10-year \$250,000 May 24, 2018
36 days left

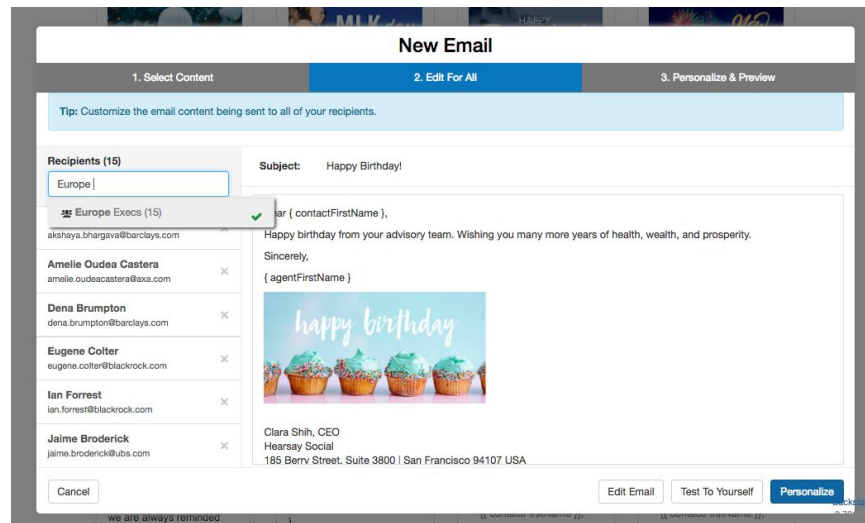
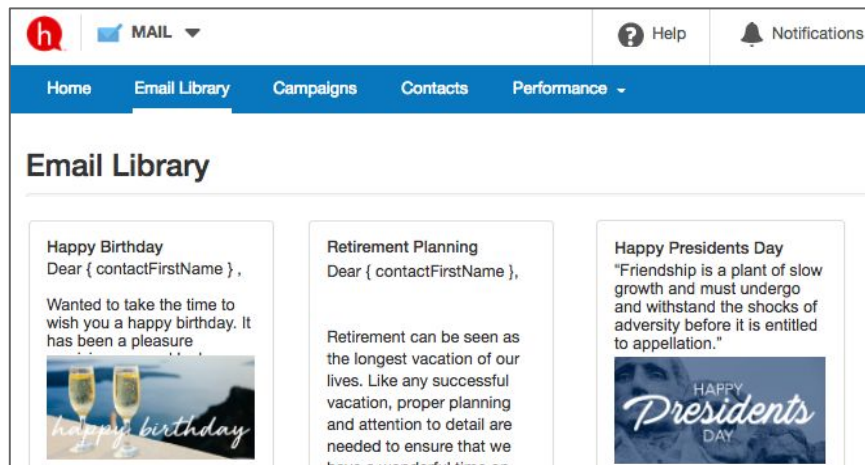
Hi Steve, reminder that your
AAPL bond matures next
month. We should get
ahead of that and discuss...

Send Now

Schedule ▾

Facilitate high-value 1-to-1 workflows

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

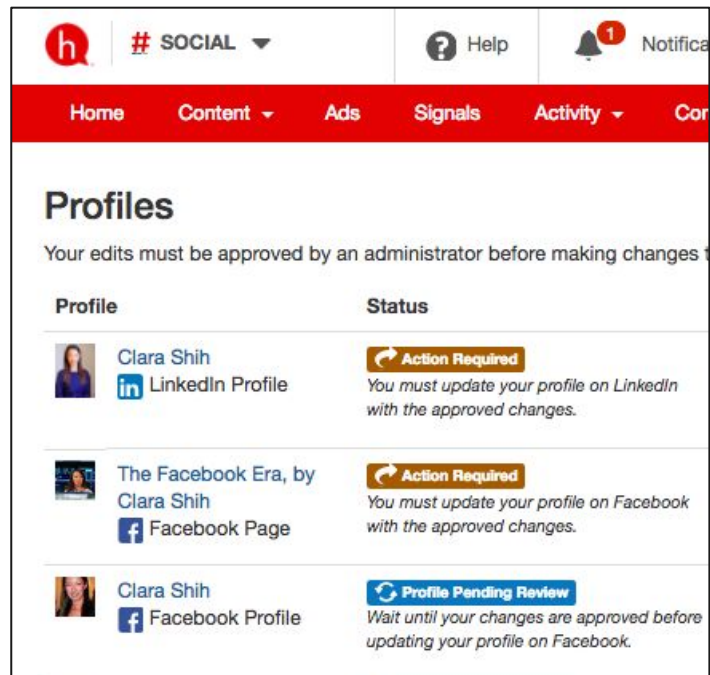


Facilitate high-value 1-to-1 workflows

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.

Mike Agarwal | Salesforce

Secure <https://hearsaylabs.lightning.force.com/one/one.app#/sObject/00341000005YC29AAG/view>

Search Salesforce

Hearsay Social Inte... Home Settings Contacts

CONTACT: Mike Agarwal

+ Follow Hearsay Contact Record Send Hearsay Mail Send Hearsay Message

Title Account Name Phone(2) Email Contact Owner

(510) 977-4443 magarwal@hearsaycorp.com Barry...

RELATE

Activity History

Action	Subject
Edit Del	<u>Sent Text: "Let's set up time to review your financial plan"</u>
Edit Del	<u>Received Text: "Sounds good - how about we..."</u>

Upload Files

Past Activ...

Advisors save 1 hour/day

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. Email	1/23/2018
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



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	165
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	195
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	168
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

Field Leader Dashboard

COMING SOON

Meetings scheduled

+3.5%
12.5k vs. 12k benchmark

Client interactions

+5.67%
38k vs. 35k benchmark

Prospect interactions

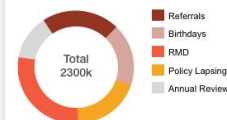
-3.5%
70k vs. 72k benchmark

Ranked Regional Performance

| = 100%

Region Name	Manager	#Advisors	#Clients	Clients Coverage (%)
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 - Social	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	

Hearsay Workflows Sent



Advisor Digital Channels



NO CRM
REQUIRED

Hearsay Advisor Cloud

ADVISOR-INITIATED WORKFLOWS

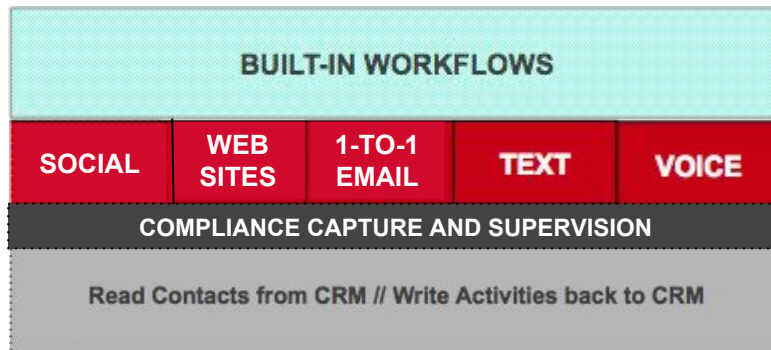
EXAMPLES

- 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



h Use case: Lead follow-up

Prospect requests info
on corporate website /
advisor locator

Wealth Management

Your life goals Our Service Our Approach About Us

Get in touch

We offer affluent and high net worth individuals a range of services that match your investment objectives and personal needs.

UBS Wealth Management services are designed to help grow and protect the assets of high net worth individuals. If you have bankable assets in excess of £500k and would like to discuss your situation with one of our advisors, please get in touch by filling out the form below.

If you are an investor with less than £500k investible assets, our new digital wealth offering UBS SmartWealth might be the right solution for you. It is an online investment tool, combining technology with human insight, that allows you to receive personalised advice based on UBS full expertise. Click [here](#) to learn more and sign up.

First name*

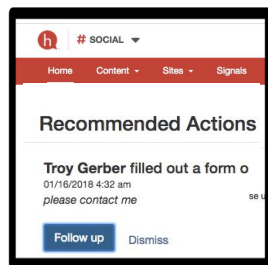
Last name*

Phone

E-mail*

Lead form submitted

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



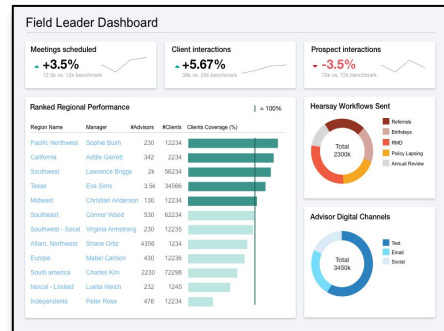
Advisor email triggered

Hearsay Voice*



Advisor call triggered

Corporate visibility



Did the advisor follow up?

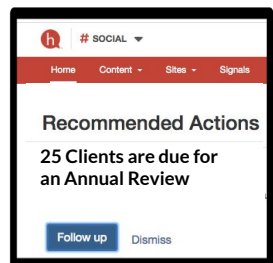
How long did it take him to
follow up?

How does this affect
conversion rates?

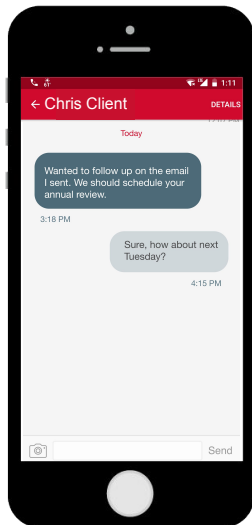


Use case: Annual reviews and financial planning

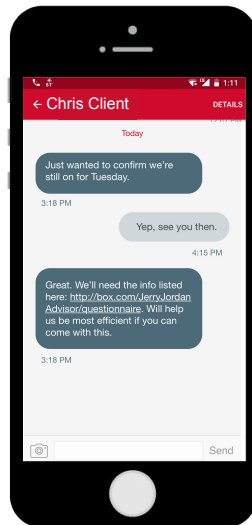
Email Trigger



Text
Follow-Up



Text Meeting
Confirm



In-Person
Meeting



Corporate
Visibility

Annual Reviews		
Advisor	Last Outreach	Days Since Last Meeting
Matthew B. Terry	August 26, 2015	100
Clint Bowman	August 7, 2015	110
Judy T. Koons	November 20, 2015	100
Gale Melendez	October 18, 2015	100
Barry Nelson	August 21, 2015	100
Mark Gilbert	December 25, 2015	100
Willy Loman	July 26, 2015	100
Barry Nelson	January 15, 2016	100
Willy Loman	October 17, 2015	100
Damian D. Mullins	August 25, 2015	100
Gale Melendez	August 6, 2015	100
Mark Gilbert	July 26, 2015	100
Katherine Whigham	December 8, 2015	100
Barry Nelson	September 24, 2015	100
Miguel Cancino	December 3, 2015	100
Willy Loman	October 14, 2015	100
Willy Loman	December 27, 2015	100
Matthew B. Terry	September 26, 2015	100

Has every client been offered an annual review?

How many annual reviews and financial plans have been completed?

Meeting Generator
Templates

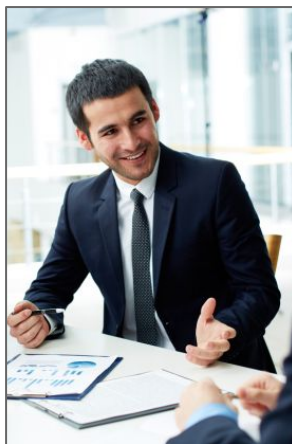
Schedule meeting

Send questionnaire

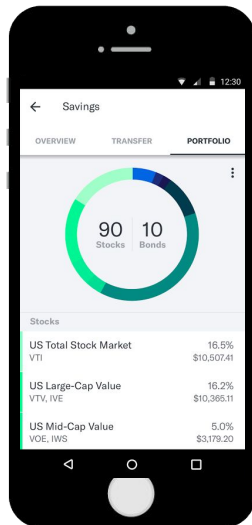


Use case: Keeping robo clients engaged

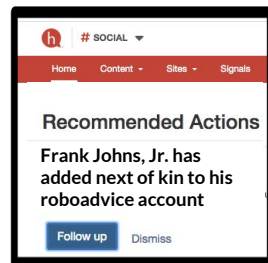
Meet client's children in person



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.

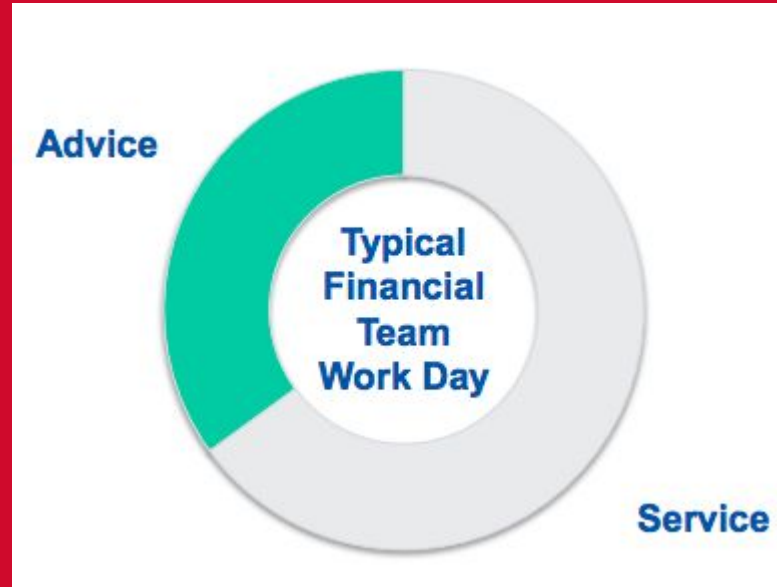
Compliance

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





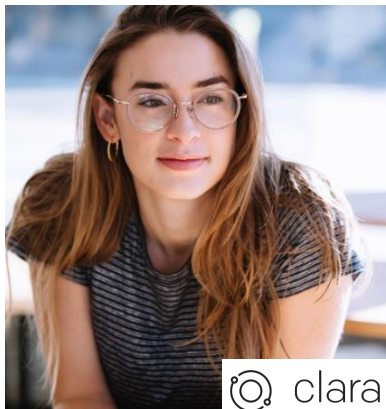
Thank you!

**clarashih
@hearsaycorp.com**

hhearsay 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

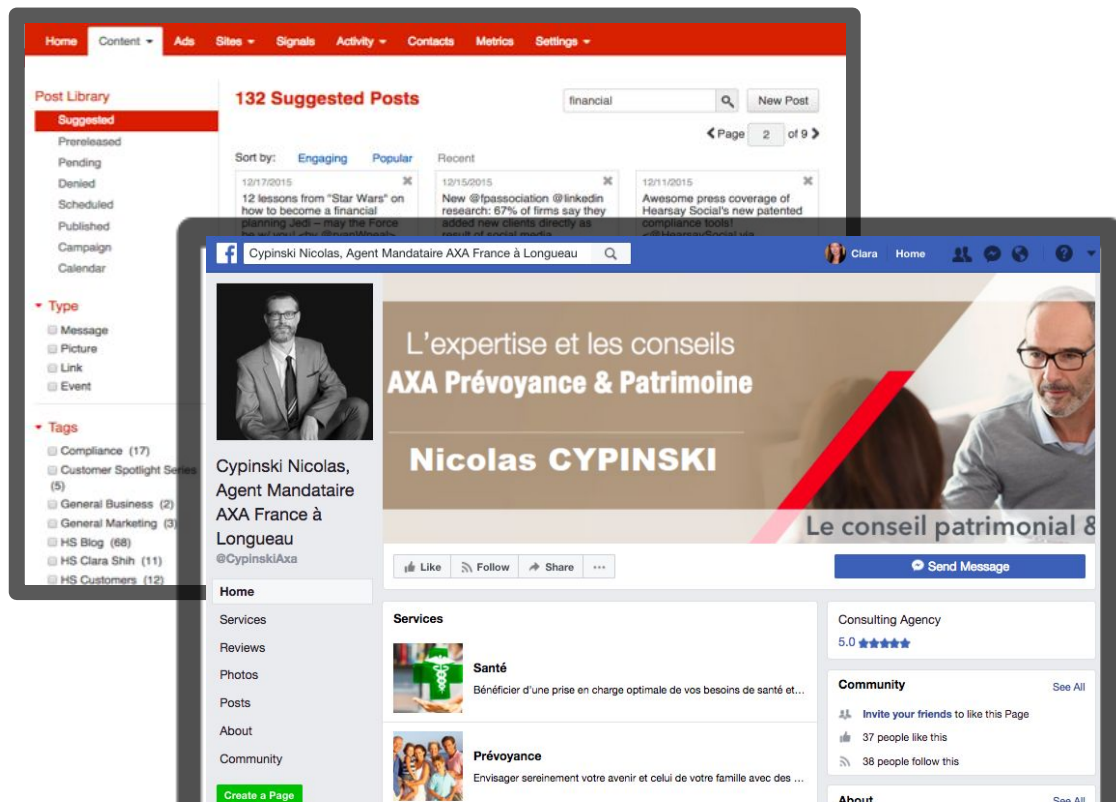


TODAY'S REALITY
Client-driven, mix of digital and face-to-face



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

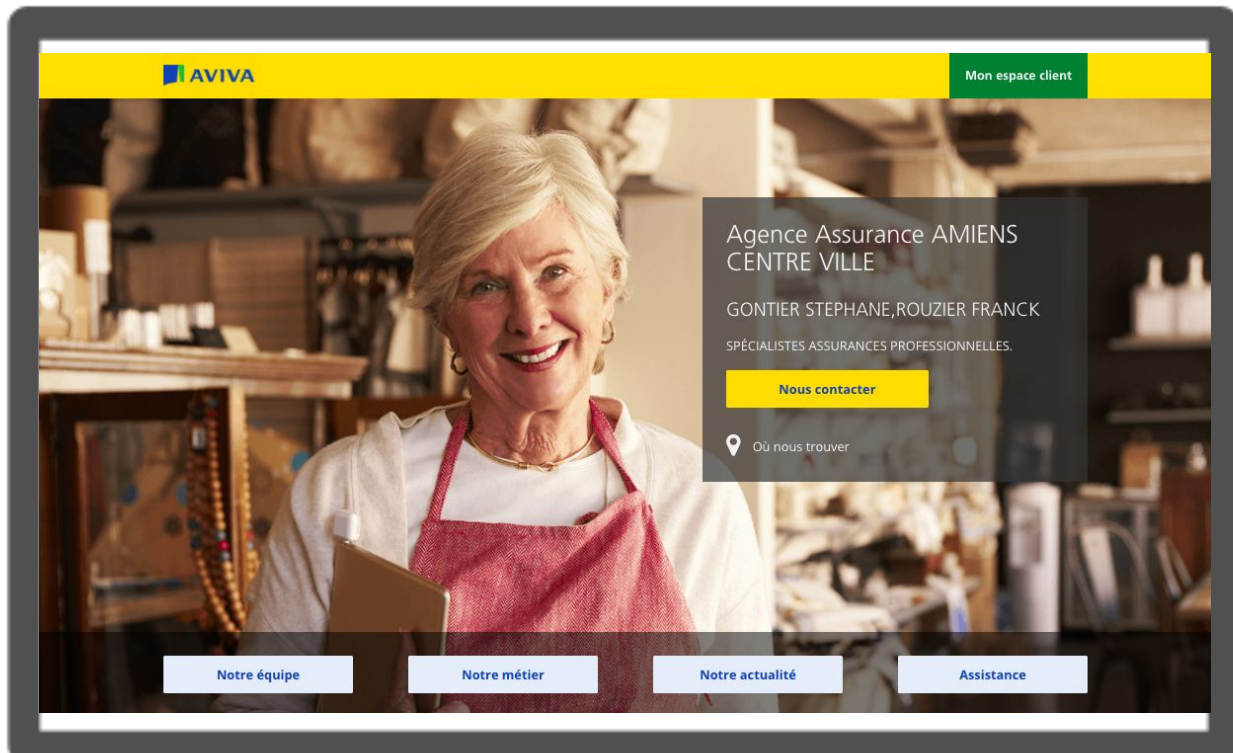
Built-in Data and Analytics

Campaign UTM code tracking, web lead-to-CRM integration

4

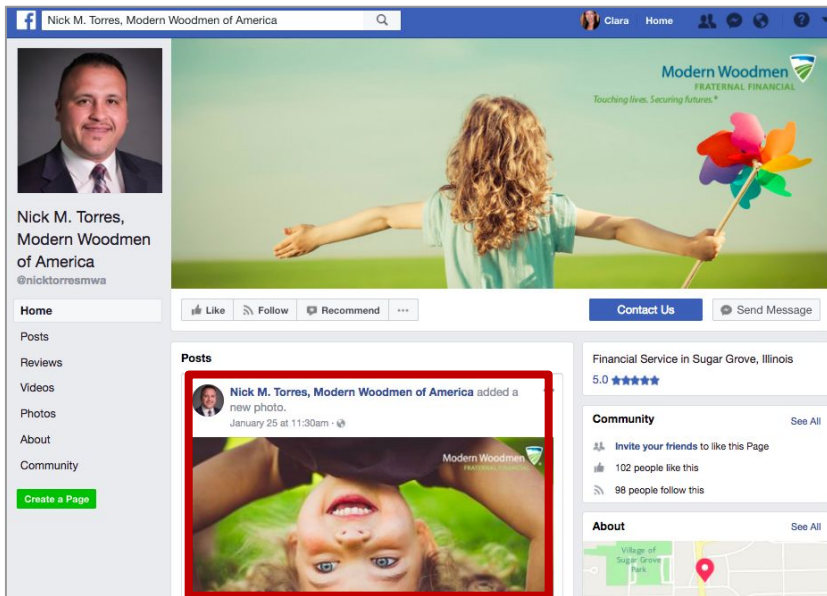
Proven ROI

High SEO discoverability and conversion



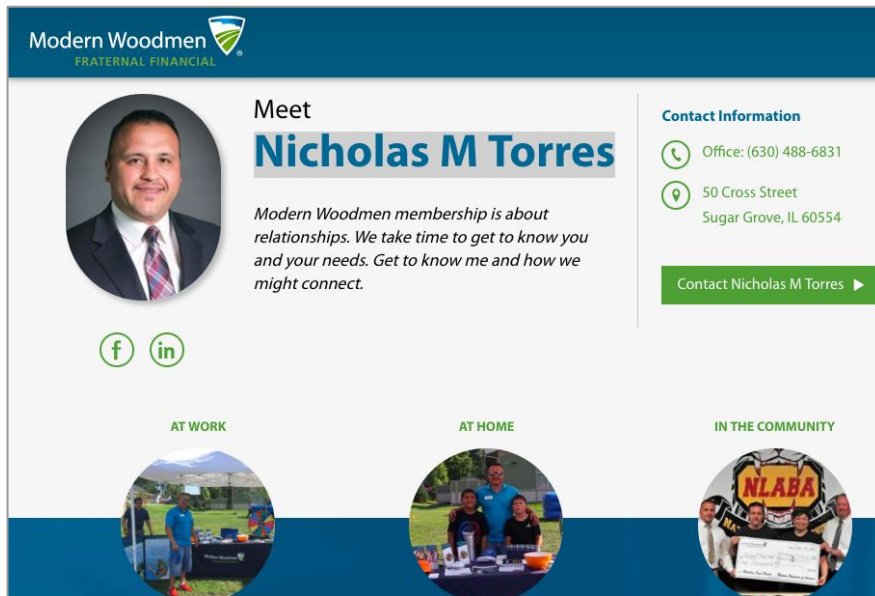


Boost advisor productivity with assisted demand generation



1

Unified Social + Sites key to advisor adoption



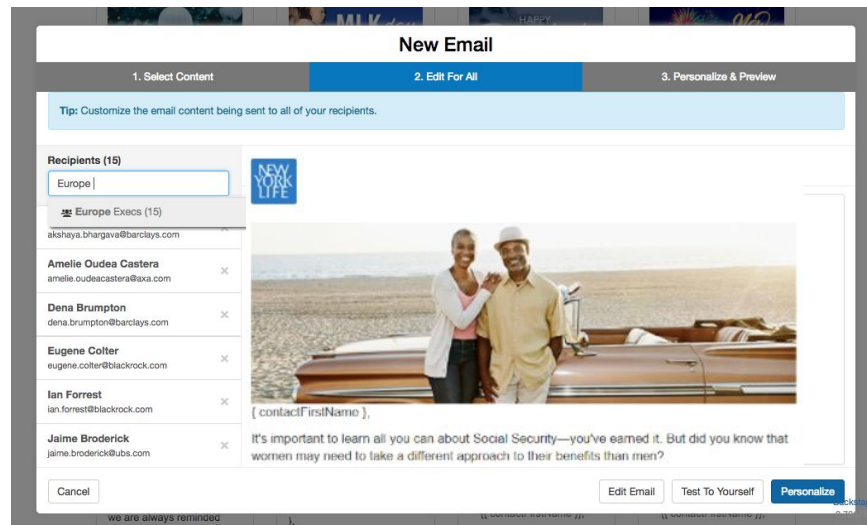
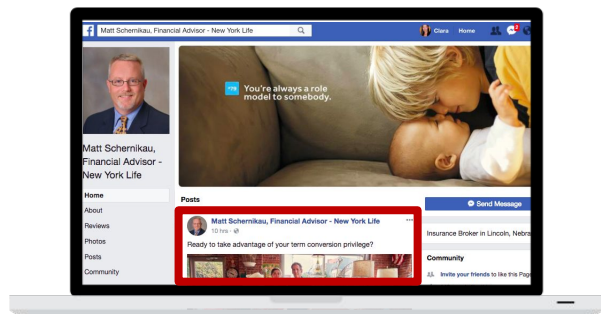
2

Content Autopilot
"Dynamic Campaign Channels"



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

**Now included in Hearsay Social*

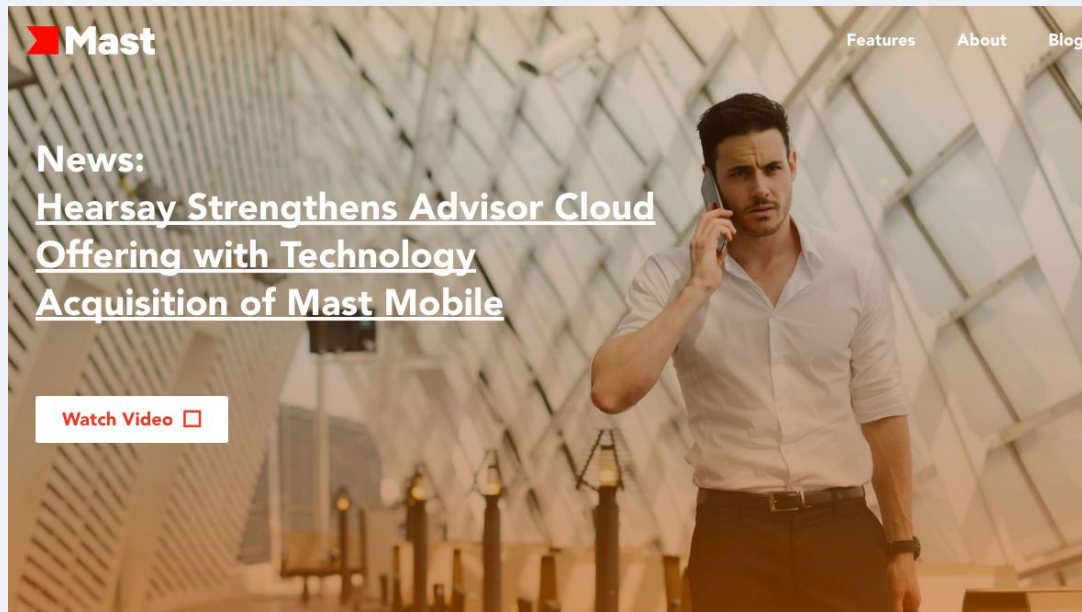


**Now included in Hearsay Social*



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



CRM Contacts
(ex. New lead, client
with upcoming RMD)



The screenshot shows the Microsoft Dynamics CRM interface. At the top, there's a navigation bar with 'Dynamics 365', 'Sales', and 'Leads > John Walker'. Below this is a toolbar with various actions like '+ NEW', 'DELETE', 'PROCESS', etc. The main content area displays a lead record for 'John Walker'. It includes a timeline with stages: 'Qualify (Active for 45 days, 6 hours)', 'Develop', 'Propose', and 'Close'. Under 'Qualify', there are tasks like 'Existing Contact?', 'Existing Account?', and 'Purchase Timeframe'. The 'Develop' stage shows 'Estimated Budget', 'Purchase Process', and 'Identify Decision Maker'. The 'Propose' stage shows 'Capture Summary'. The 'Close' stage is currently active. Below the timeline, there's a 'Summary' section with tabs for 'CONTACT', 'ADDRESS', 'COMPANY', and 'QUALIFICATION'. The 'CONTACT' tab is selected, showing details like 'Name: John Walker', 'Job Title: VP of Sales', 'Lead Source: Web', 'Days Open: 76', 'Website: http://www.3m.com', 'Email: someone19@example.com79', 'Business Phone: (44) 2244 0901', and 'Mobile Phone: (44) 2244 0904'. The 'ADDRESS' tab shows 'Address 1: Hale Place'. The 'COMPANY' tab shows 'Company: 3M Corporate Headquarters', 'Budget: --', 'Annual Revenue: --', and 'No. of Employees: --'. The 'QUALIFICATION' tab shows 'Create Account: No', 'Create Contact: Yes', 'Create Opportunity: No', and 'Existing Opportunity: 3M Tape Adhesive Project'.

The screenshot shows the Hearsay interface. At the top, there's a navigation bar with 'Home', 'Content', 'Ads', 'Sites', 'Signals', 'Activity', 'Contacts', 'Metrics', and 'Settings'. The 'Contacts' section is selected. Below this, there's a card for 'Adam DePue, Director of Advisor Services at Adirondack Financial'. The card includes a profile picture, contact information (email: adamd@Adirondackfin.com, phone: +1-425-555-8080, date: 1982-03-02), and social media links (LinkedIn, Facebook, Salesforce). There's also an 'Email Adam DePue' button.

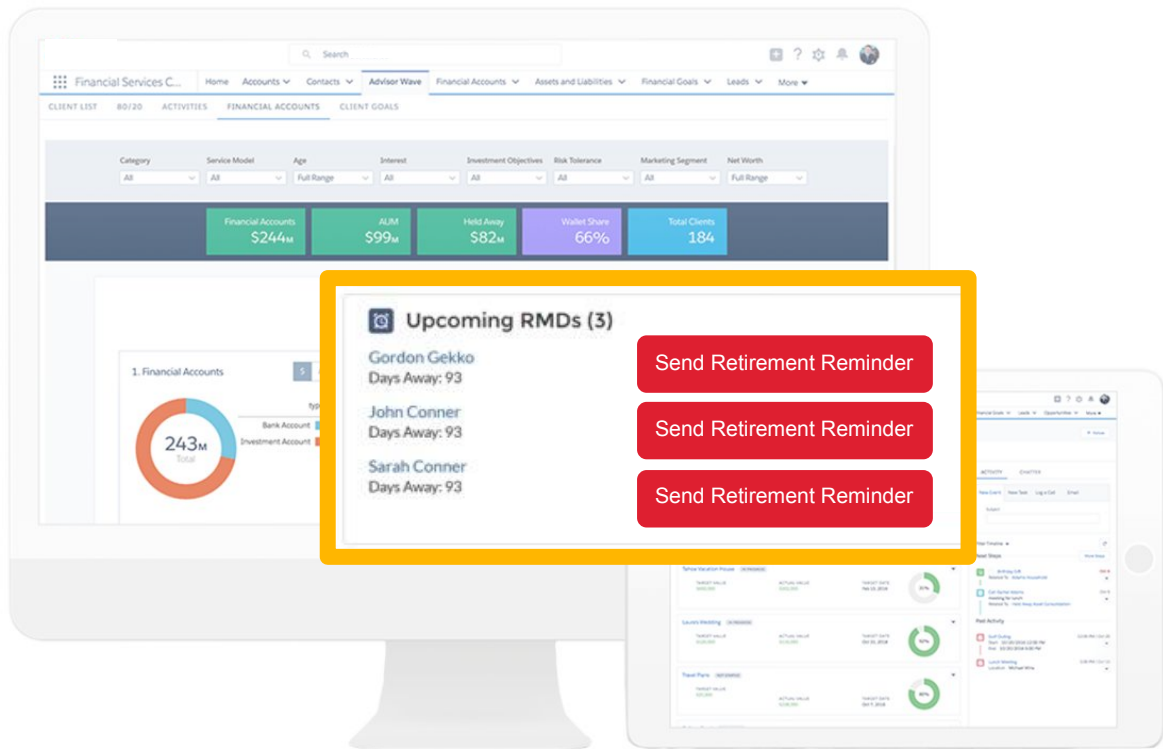


Hearsay Activity

(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