



From Insight to Action: The Converging World of Data and the Advisor

Donna Prlich, Chief Business Officer

The image features a hand holding a smartphone in the lower right corner. The background is a dark, abstract digital space. On the left, there are glowing blue circuit-like patterns and horizontal light streaks. In the center, there are faint, semi-transparent binary code (0s and 1s) and a red-toned data visualization. On the right, a network of yellow-green nodes connected by thin lines is visible, suggesting a data network or cloud infrastructure.

**Shift from
Data**

**...to Insights
and Action**



Robo Advisors Require the **Human Touch**

Texting & Voice Calls will be Critical Channels

AI will be optional



NOW READING: [The Latest](#)

SEC warning: Advisor texting and social media on watch

Thrifty squirrels teach financial literacy in Edelman's first ...

CFP Board 'be disciplinary ar

SEC warning: Advisor texting and social media on watch

By
Jessica Mathews



Print

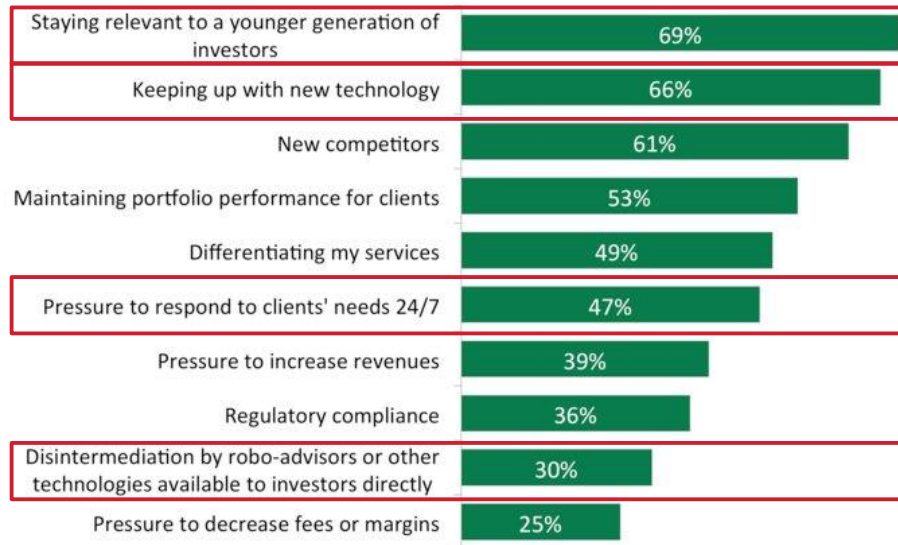
Published
December 18 2018, 2:00pm EST

More in

Texting clients? It's been relatively uncharted territory from a compliance perspective, but that's no longer.

Despite Significant Investments, Wealth Management Lags

Greatest Concerns For Wealth Managers



*Note: Values do not total to 100% because respondents could choose multiple answers.
Source: Forbes Insights, n=200, 2018*

BI INTELLIGENCE

We Must Bridge the Corporate-Field Data & Digital Divide

CORPORATE

*Customer Data
Market Data
3rd Party Data*



*Limited influence /
control >*



*< Can't close loop /
missing data*

ADVISORS

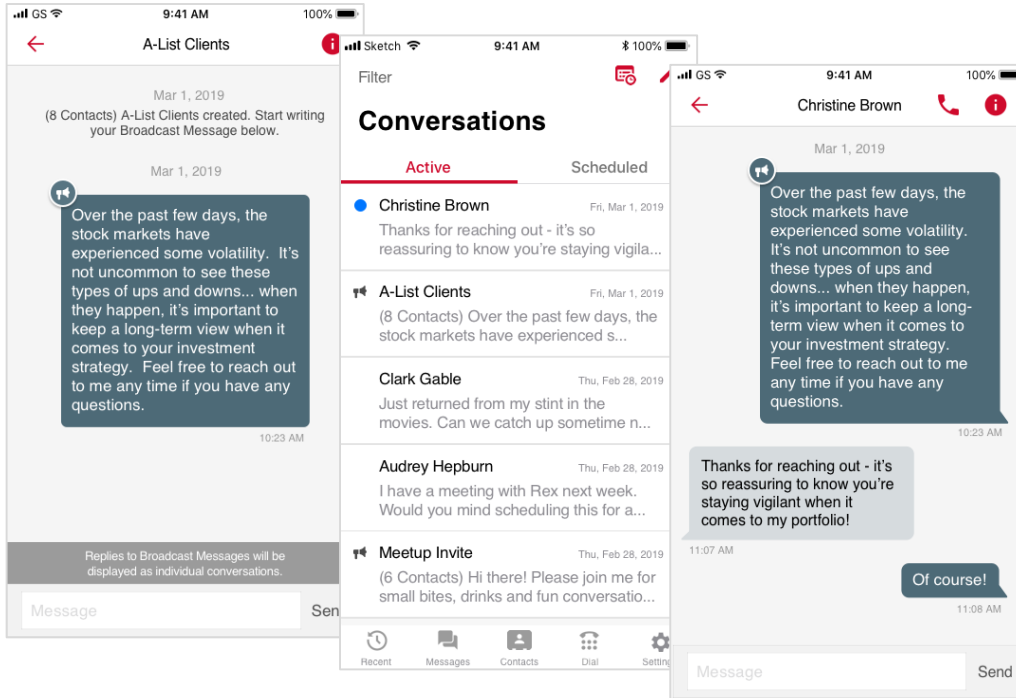
*Interaction Data
Relationship Data*

“Touch points between advisors and clients are perhaps the most important pillar of the client experience yet often overlooked... To succeed, Marketing, Sales, and IT need to become best friends.”

JPMORGAN CHASE & CO.

Kristin Lemkau
Chief Marketing Officer
JPMorgan Chase

Digital marketing must be part of the routine



“When our advisors have 5 minutes to think about marketing, they [literally] have 5 minutes to think about marketing”



Chris Johnson
Advisor Marketing & Communication
Janney Montgomery Scott LLC

“Advisors are at a challenging crossroads as they embrace the needs of a new generation of clients in pursuit of financial security”



Katherine Kirkpatrick
Director of Strategic Marketing
First Command



Can you connect on a variety of channels?

Today's clients are well-informed, hyper-connected, on multiple devices and engaging on multiple channels. **They're looking for advisors who can meet their rising expectations.**

THE NEXT GENERATION
ENGAGES ACROSS
MULTIPLE PLATFORMS

“By enabling our advisors to engage this next generation more effectively via mobile and social media with the level of compliance that our industry demands, it will vastly improve their ability to serve this growing client base.”



Karen Shakoske
SVP Head Of Marketing & Corporate Communications
Janney Montgomery Scott LLC

Automated and Triggered Workflows

CORPORATE-INITIATED WORKFLOWS

EXAMPLES

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

BUILT-IN WORKFLOWS

SOCIAL

WEB
SITES

1-TO-1
EMAIL

TEXT

VOICE

COMPLIANCE CAPTURE AND SUPERVISION

Read Contacts from CRM // Write Activities back to CRM

ADVISOR-INITIATED WORKFLOWS

EXAMPLES

- Birthday
- Congratulations
- Referrals
- Meeting and Event Reminders



“By leveraging social media at Raymond James, our financial advisors have been better able to find and to use their voice in both differentiating themselves from the competition as well as engaging in what's vastly becoming a very preferred mode of communication with so many clients.”



Tash Elwyn
President and CEO
Raymond James & Associates Private Client Group

Summary

1

Data creates a personalized advisor-client experience

2

Customers will choose their preferred communication channel

3

Automation and triggered actions transform the corporate to advisor workflow



The End

