

Five signposts for making every personalized client journey a success

Increasingly aware of their buying power, consumers are demanding that financial advisors “get personal.”

According to new research from S&P 500® global Fintech leader Broadridge, clients are quick to leave professionals who are less than client-centric. Twenty-five percent of consumers surveyed stopped doing business with a company not because of product problems, but because the firm didn’t **personalize their experience**.¹

1. DISCOVERABILITY

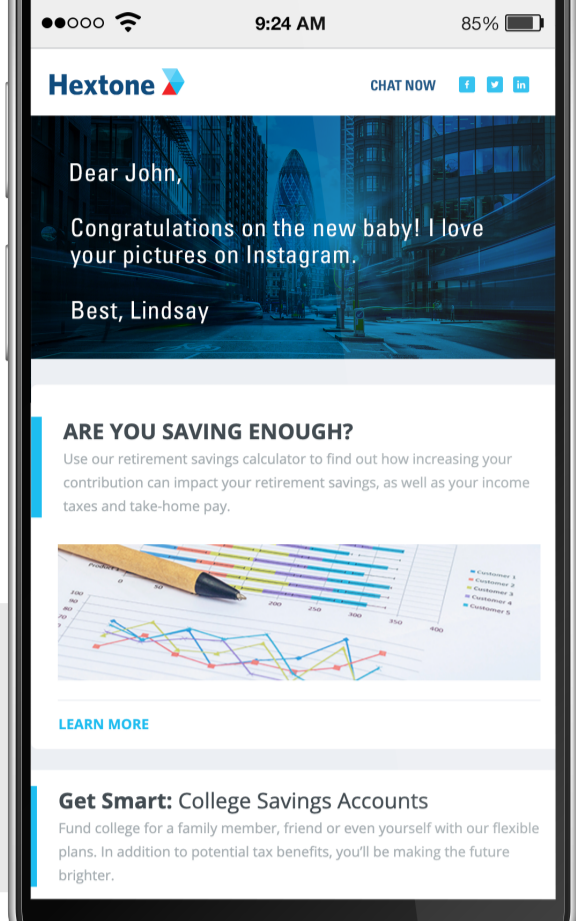
Join the social media conversation

A majority of millennial (89%) and Gen-X (59%) respondents want their financial advisor to follow them on social media.

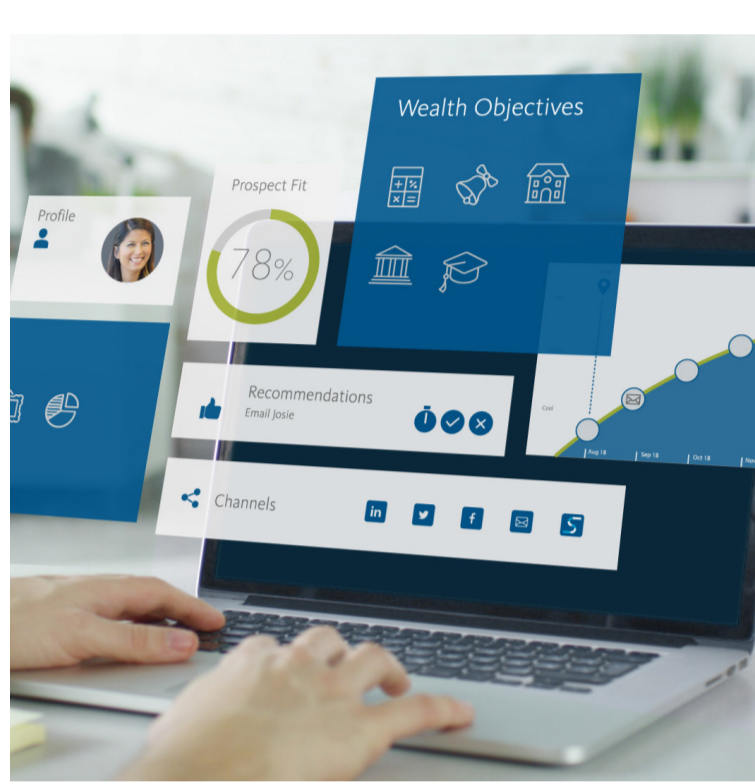
Making your presence known through your prospects’ preferred channels gives them a private, no-obligation way to meet you.

TAKEAWAYS

- Be discoverable to be found
- Make your presence known
- Share your personality, too



2. ENGAGEMENT



Goodbye to Gutenberg; Hello to smartphones

Millennials and Gen Xers prefer tech-savvy financial advisors who post ideas, insights and news on the following social media platforms (in priority order):

- 1 Facebook
- 2 Instagram
- 3 YouTube
- 4 LinkedIn
- 5 Twitter

TAKEAWAYS

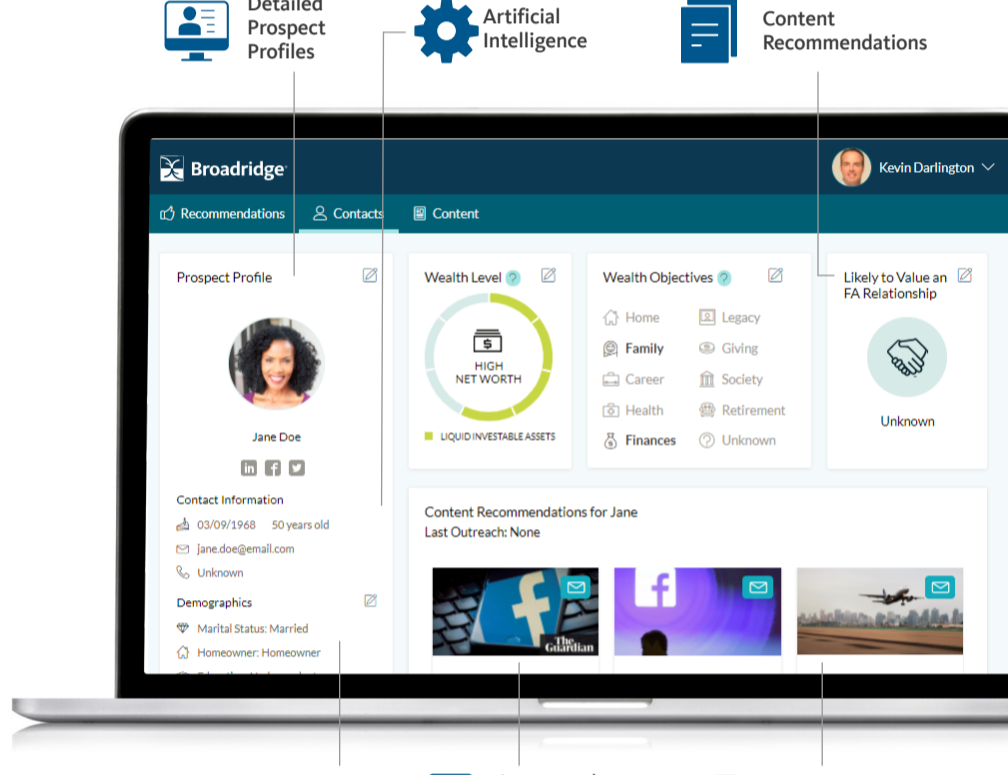
- Create dialogue
- Track and analyze interactions to identify what a prospect cares about the most
- Supply more personalized content and offer recommendations

3. ONBOARDING

A new sphere of influence

Onboarding opens up a world of firm-branded resources and tools that can build a lasting, satisfying client-advisor relationship.

A unified flow of personalized communications is the golden thread that runs through each client journey.



TAKEAWAYS

- Use onboarding as a way to add greater distinction to the customer experience
- Introduce clients incrementally to your firm’s wealth of resources
- Personalize all statement messages to add more value to the relationship

4. NURTURING

Personal messages nurture profits, too

Twenty percent of consumers bought a new product after reading a personalized statement message.

Clients will engage an advisor for expert insights — then stay for a CX that reminds them of their favorite retailer.

INVESTORS ARE READY TO LISTEN TO THEIR ADVISORS



TAKEAWAYS

- Share new investment ideas
- Accelerate cost-efficient nurturing through periodic regulatory communications
- Include a personalized message in trade confirmations and tax form notifications, too

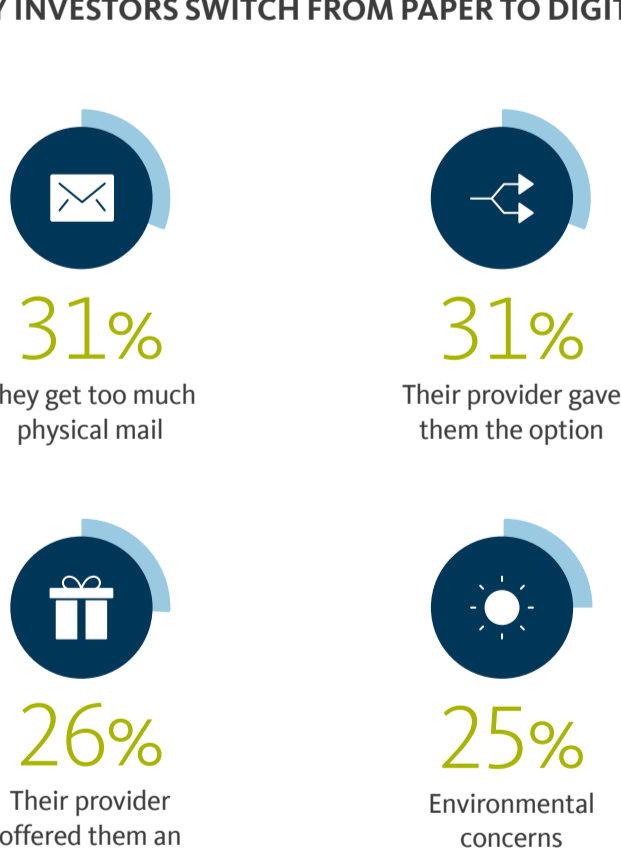
5. GROWING

One digital step at a time

Every client journey begins with a single step. If you’re behind the digital curve, it can be harder to deliver a better client experience. Remember, lack of personalization accounts for 25% of lost clients.

When an advisor has the right tools to apply the knowledge gained from understanding a client’s preferences, they become better companions on each client’s personal journey.

WHY INVESTORS SWITCH FROM PAPER TO DIGITAL



TAKEAWAYS

- Look for incremental ways to transition clients from print to digital, when preferred
- Apply data analytics
- Further personalize the client experience to increase retention

Want more?

Download [Power Shift: Digital Behaviors Reshape Client-Advisor Relationships](#) for more unexpected insights about the CX experience that successful firms are building into their growth and retention strategies.

Also, learn how AI, digital analytics and cognitive marketing can help you [win business the new-fashioned way](#).



¹ 2019 CX and Communications Trends Survey