Five signposts for making every personalized client journey a success

According to new research from S&P 500® global Fintech leader Broadridge, clients are seeking more personalized relationships from their financial advisor. Today's consumers expect close connections with their advisor, and don't expect financial advice to be delivered the same way it was in the past.

Five signposts for making every personalized client journey a success:

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

TAKEAWAYS

• Personal messages nurture profits, too
• Introduce clients incrementally to your firm's wealth of resources
• Use onboarding as a way to add greater distinction to the customer experience

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

TAKEAWAYS

• Data-driven, personal communications are quick to leave professionals who are less than client-centric
• Twenty-five percent of lost clients accounts for 25% of lost clients.

3. ONBOARDING
   - Onboarding opens up a world of firm-branded resources and tools to apply the knowledge gained from understanding a client's personal journey.
   - Include a personalized message in trade confirmations and tax form notifications, too
   - Share new investment ideas

TAKEAWAYS

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

4. NURTURING
   - When an advisor has the right tools to apply the knowledge gained from understanding a client's personal journey, they become better companions on each client's preferences, they become tools that can build a lasting, satisfying client-advisor relationship.
   - A unified flow of personalized communications is the golden thread that runs through each relationship.

TAKEAWAYS

• Shared awareness of holding the key to unlocking insights about the CX
• Reshape Client-Advisor Relationships for digital curve, it can be harder to leverage social media as a tool to connect with people. However, as the digital curve is shifting, it is becoming easier to engage with people through social media. This is particularly true for firms who are already leveraging social media as a tool to connect with people.

5. GROWING
   - Five signposts for making every personalized client journey a success.
   - A new sphere of influence
   - A new era of communications
   - A unified flow of personalized communications

TAKEAWAYS

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

Want more?

Download Power Shift: Digital Behaviors. It is a new, detailed, and actionable guide on how to win your clients' digital business and create a better customer experience.

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