

# Meeting the Next Gen's Tech Expectations

Companies need seamless communication, cohesive integration, and convenient access to keep users engaged; find out how Advisor360° has evolved to meet the next generation's technology expectations.





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The FinTech industry has evolved rapidly over the past 10 years. It's gone from developing mostly back-end applications that support financial institutions to creating consumer-centric tools that anyone can use. Millennials have received a lot of credit for driving the changes in technology, and maybe that credit is deserved. They were raised in a time of huge technological growth, including the introduction of the internet, the explosion of social media, and the always-connected experience of mobile devices. But the older generations are contributing to the demand as well, as they notice the conveniences technology has introduced.

These expectations are converging with advances in technology that create more efficient experiences, seamless connections across different platforms, and the potential for clients to do more on their own.

## **Evolving Expectations**

So, what are clients' expectations? Whether your clients take note of a seamless experience when they're using their phone to pay bills or control their home thermostat from afar, they will expect similar experiences in other parts of their daily lives. Firms that meet these expectations stand to have fuller, more productive interactions with clients of all generations.

### **Simplified communication**

Consumers expect to be able to communicate with service providers in a way that's most convenient to them. They may only want to speak with someone on the phone, or would rather have text exchanges than emails. This challenges firms to provide different means of communication to accommodate individual preferences.

It also opens up possibilities for efficiencies and growth. Web conferencing and screen-sharing tools such as Skype and Zoom, for example, allow two people in different locations to run a meeting. Now, advisors can operate their business outside of traditional geographic boundaries.

## **Integration**

The next generation has no patience for systems that are not integrated. Having to re-enter information with one business or even across multiple platforms is becoming less common. Some tools make it possible to post to your social media accounts simultaneously so that you don't have to enter the same information separately for sites such as Instagram and LinkedIn. On e-commerce sites, you can easily link your payment information through Amazon Pay or PayPal, saving you the time of inputting the same information over and over again.

## **Artificial intelligence and robo-advice**

Over the past few years, we've seen the rise of the robo-advisor, which uses AI to combine data and algorithms to create and manage clients' investment portfolios. This disruptive technology has turned out to be a benefit to many successful advisors. Rather than fearing the takeover of the robo-advisor, advisors are leveraging the technology to further automate their work so that they can focus on more valuable activities.

## Tech Advances at Advisor360°

At Advisor360°, we often hear from advisors and clients of all ages looking for enhancements in our tools to make things easier, faster, and more engaging. We're listening—and more importantly, we're acting on what we're hearing.

### A more cohesive and integrated experience

Client360°® Beta is now available, providing first steps in a multiphase project to provide a more cohesive and integrated advisor platform. We have updated the look and feel of Client360°, giving it a more modern aesthetic. You'll notice easier navigation to help you find information you need with fewer clicks. You'll also notice tighter integration, as we've combined our Holdings/Trading pages—saving you time from having to click to multiple pages to take the next logical step.

We've already provided layers of connections between our applications. Examples include:

- CRM and account updates
- EasyFill
- Client360° and MoneyGuidePro™ and Morningstar® Advisor Workstation<sup>SM</sup>
- Portfolio information and goals
- Portfolio information and proposals
- Account aggregation and allocation reporting
- Secure messaging and CRM

We also now offer the ability to export account balances and positions from Client360° to RightCapital, a newly-approved financial planning software option for advisors.

### New ways to communicate

Advisor360° now offers a texting solution that provides a compliant method for clients to text anyone in your office. Once enrolled, advisors and staff will be able to send and receive texts from the COMMunity Link® mobile app or Practice360°®.

### Mobile access

As we build out the web version of our platform, we follow up with a mobile equivalent, making it easy for you to access functionality regardless of the device you're on. Our latest enhancements include secure messaging for both advisors and clients, enhancements to our mobile trading tools, and access to more CRM functionality. We also offer an app for clients to provide easy access to account information.

## The Future? Self-Service Capabilities

While advisors were historically hesitant to offer self-service capabilities to clients, they now understand that not having the option could hurt their business. If clients can't get something done as quickly as they want or in a manner that they expect, they will look elsewhere. The next generation doesn't want to wait to see a change made and would prefer to take the action themselves if it ensures things will get done sooner. This need for instant gratification can also serve as a benefit to your office, saving you time from operational tasks that clients are willing to take on themselves.

Along these lines, Advisor360° plans to implement the following enhancements:

- Client-created Investor360°® IDs
- Client updates to addresses and other account information
- Money movement into or between accounts
- Client-created goals
- CRM integration with Investor360°, including appointment requests and task assignments

**FinTech developers continue to advance their offerings, and so do we. Advisor360° is responding to the changing demands by providing flexibility so that you can meet the different needs of different clients.**

**WealthTech**  
**built to simplify**  
**your digital**  
**transformation.**

Advisor360° integrates hundreds of unique data points in one solution, helping broker-dealers leverage digital technology to increase productivity and revenue and lower operations costs and compliance risk. The comprehensive yet modular platform, backed by our Unified Data Fabric™, consolidates clean, timely, and accurate data to offer advisors' clients a complete view of their financial life. The fully customizable solution lets enterprise users incorporate only the digital applications they need. With a single configurable code base, broker-dealers add new features without headaches and avoid outdated systems.