



Data, Analytics and the Impact on the New Client Advisor Journey

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Presented By



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Introduction



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The image features a hand holding a smartphone in the lower right corner. The background is a dark, blue-toned digital landscape with glowing circuit patterns and data streams. On the right side, there is a network of yellow-green nodes connected by thin lines, resembling a data network or social media graph. The overall aesthetic is futuristic and tech-oriented.

**Shift from
Data**

**...to Insights
and Action**

Before Every Step Manual & High Touch



1

Lead / Referral

Typically comes from existing client, plan sponsor, or center of influence.



2

First Call

Prospect did not have easy way to research Advisor beforehand.



3

Education Through Further Meetings

Before the Google era, the only way to learn more was through talking with Advisor.



4

Convert and Close

The “close” happened in person; physical paperwork was signed.



5

Ongoing Relationship Touchpoints

Annual reviews, annual holiday card, etc.





2hrs

average time
person spends
each day on
social media

57%

purchase
decision
complete
before
customer will
talk

40%

households
don't have a
landline

8t

texts sent in
2018

New Client Validation Step Means **You Need a Professional Social and Web Presence**



ADVISOR SOCIAL PROFILE
Biography, education, experience



ADVISOR WEBSITE
Mobile-optimized, top of search results

Minutes per day on social (US Adults)

	2014	2015	2016	2017	2018	2019
Facebook	36	38	40	41	42	43
Snapchat	16	20	24	26	27	28
Instagram	18	20	22	25	26	27



vs.



57%
Buyer Decision Made
Before 1st Call
Gartner

Which Advisor Would You Choose?

10

7X
More Leads



Before Every Step Manual & High Touch



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Now New Digital Steps in the Client Journey

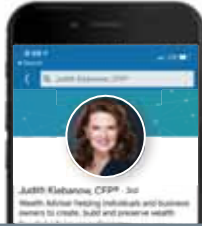


1

Lead / Referral

Typically comes from existing client, plan sponsor, or center of influence.

Social Search
Social Mention



2

Digital Validation

Typically comes from existing client, plan sponsor, or center of influence.

Social Profile
Advisor Website



3

Digital Education

Typically comes from existing client, plan sponsor, or center of influence.

Advisor Website
Nurture Email

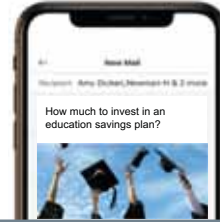


4

First Call

~57% into the decision*, prospect is finally ready to talk to the Advisor.
**Gartner*

SMS
Phone Call



5

Further Digital Nurture

Further development through self-education and validating what the Advisor has told prospect.

Advisor Website
Nurture Email

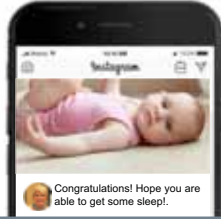


6

Convert and Close

Combination of offline and digital nudges to close business.

SMS
Phone Call



7

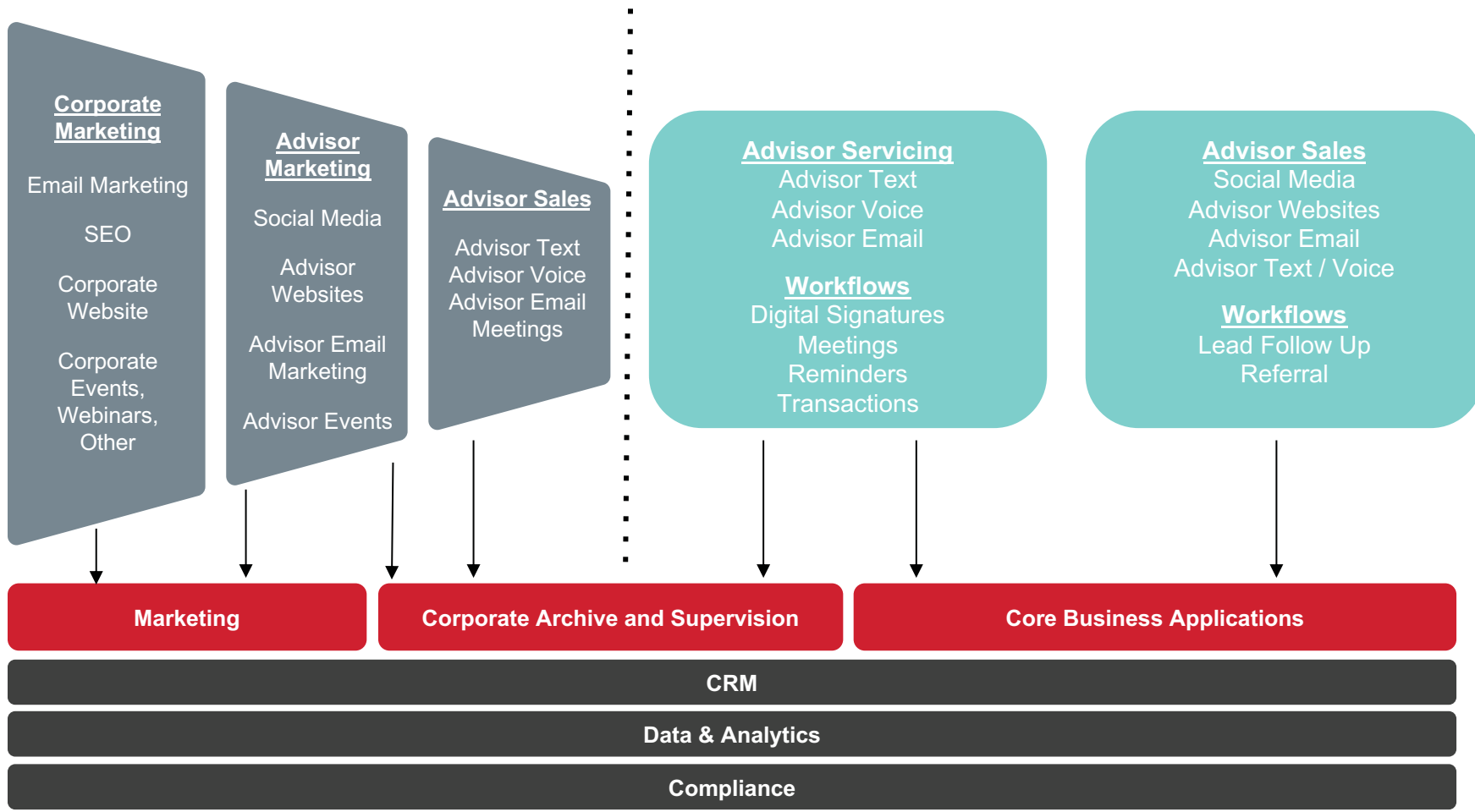
Ongoing relationship touchpoints

Engagement to deepen relationship.

Social Posts
Social Comments
Nurture Email

Customer Acquisition

Customer Service, Retention, Growth



Centralized Analytics on Client Journey

Key Metrics

- Lead Conversion
- % Contacts Touched
- Patterns Leading to Higher Conversion

Automated Data Sync

Automatically track critical engagements and interactions with prospects and clients

Predictive Analytics

Produce additional data to improve predictive analytics and drive the next best action



Trace client conversion, retention, and growth in CRM back to digital activity

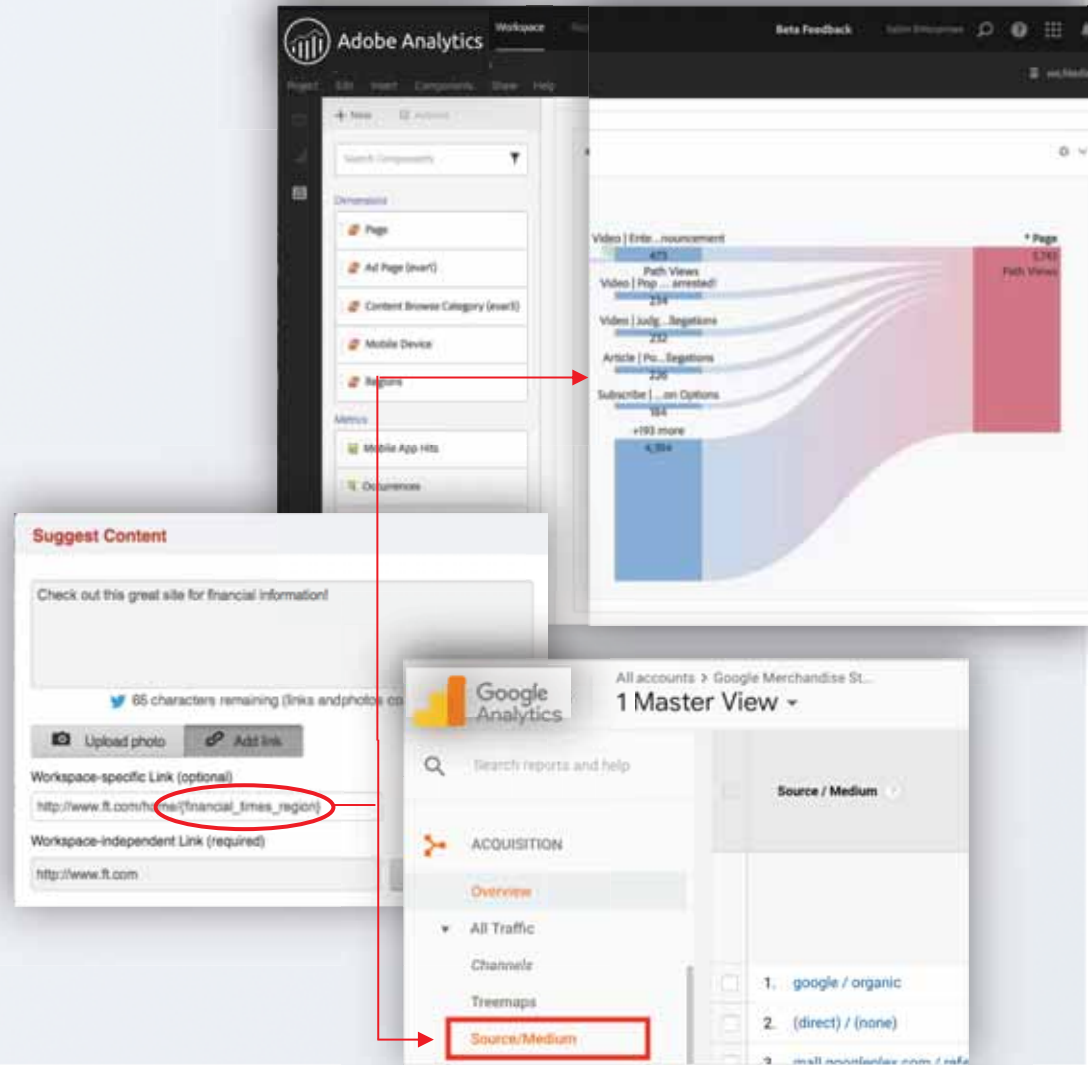
10-15X
Data in CRM



Digital Tracking and Advisor Attribution

Track click source down to specific Advisor, social network, campaign, and tags to measure content performance.

- ✓ Campaign and content performance measurement
- ✓ Tracking across Social, Email, and all digital channels
- ✓ Track from social post to website (corporate or local microsite) to lead to revenue



Results for a Top **Financial Services Co.**

Corporate website traffic generated by social program:

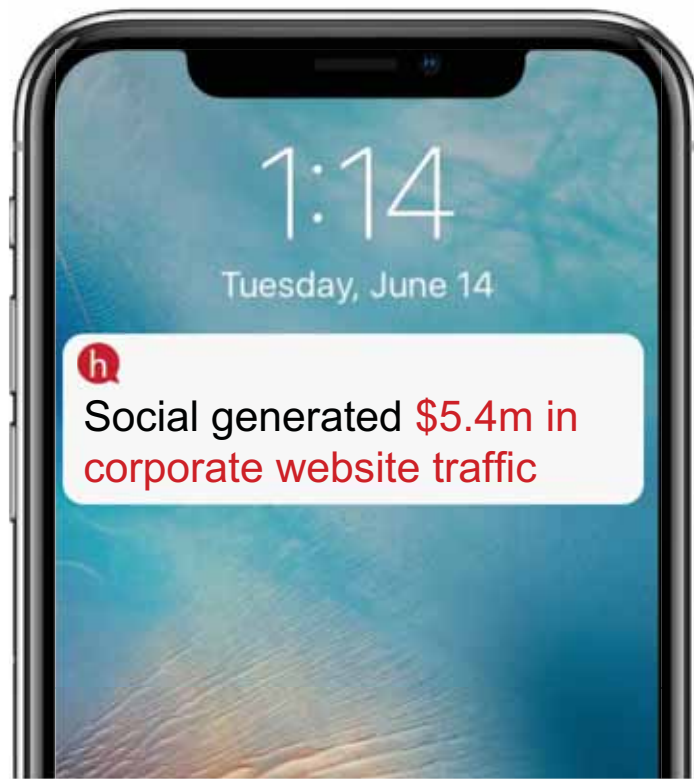
Campaigns transformed their social program,
generating ~ 1.5m clicks in 2019.
(10x increase from 2018)

Average CPC

= \$5.33

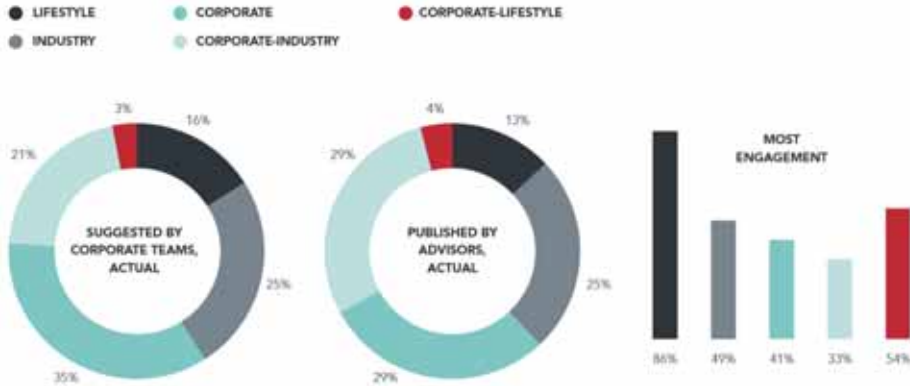
**Click Value of Hearsay-
Generated Traffic**

= \$8.0m

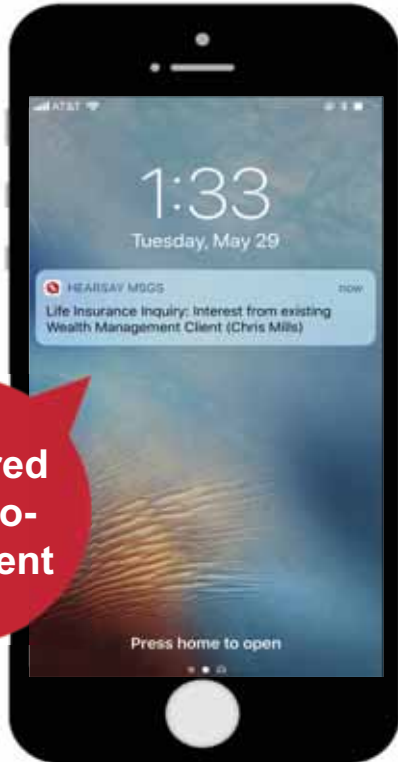


Create a Data-Driven Content Marketing Strategy

Leverage Hearsay's data from over 150,000 advisors at 150 firms to improve your program over time



Facilitating Next Best Actions and Tracking it Happened



Triggered
Click-to-
Call Client

Action List

2



Frank LaBelle is due for an annual review

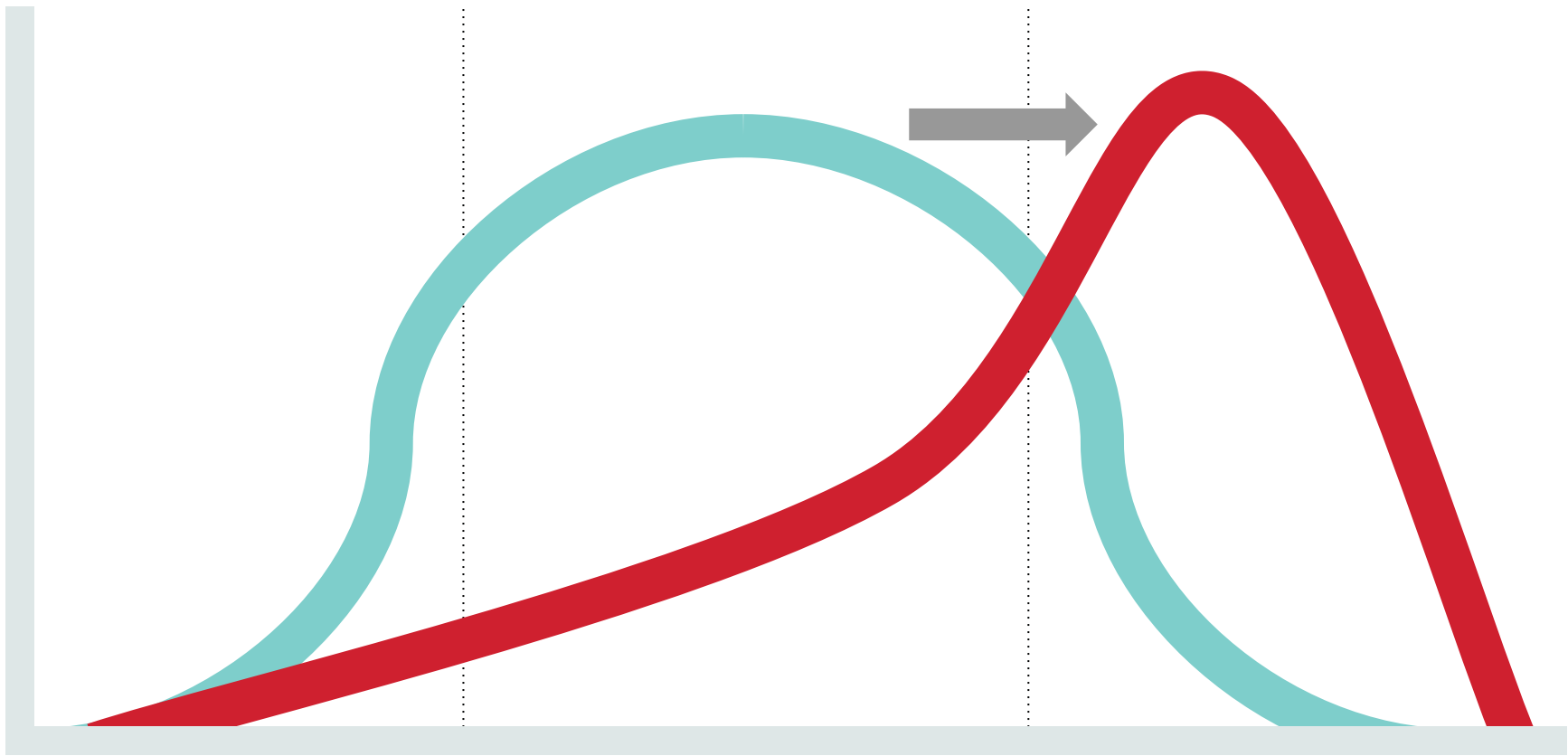
11/2/2018 at 2:15 pm

Send reminder

Dismiss

Triggered
Click-to-
Text
Client

PRODUCTION \$



LOW-PERFORMING ADVISORS

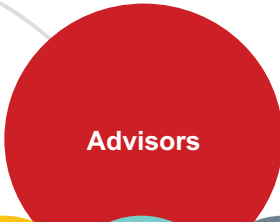
TOP PRODUCERS

As Interactions Become Digitized, Top Producers Do Things Differently

ADVISOR ENGAGEMENT CHANNELS



Compliant Outreach



Marketing

Advisors

Branch
Manager

Compliance

Client Interaction Data

ADVISOR ENGAGEMENT



Lead Follow
Up

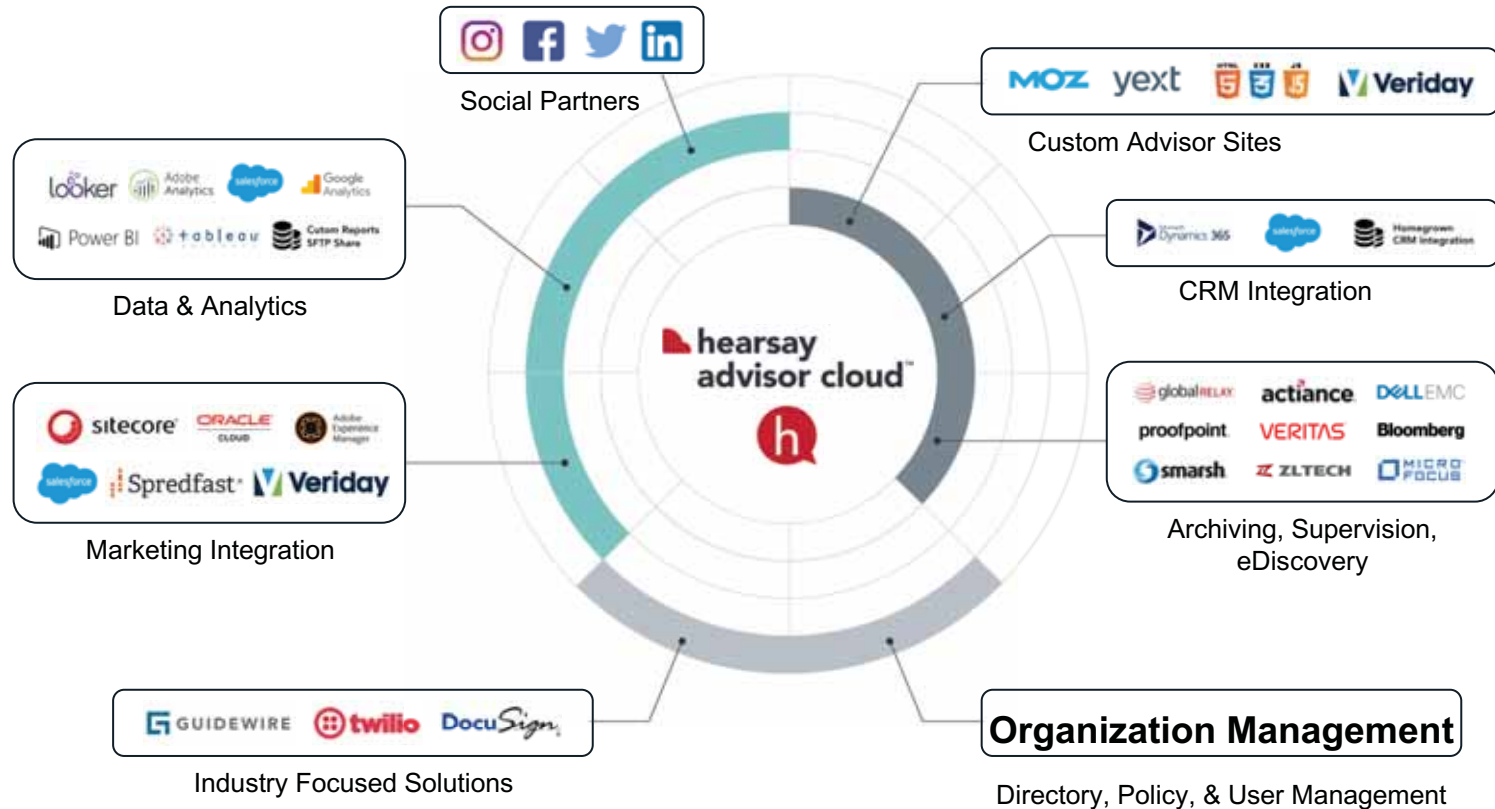
Onboarding

Market
Movements

Life Events



Building an Integrated and Extensible Ecosystem



Q & A

Resources

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