



# Growing Client Trust and Revenue with Modern Enablement

A Guide for Financial Services Firms



# Table of contents

- 03 What an enablement platform is and why financial services firms need it
- 04 Top use cases for a modern enablement platform in financial services
- 06 Make it easier for client-facing teams to focus on their clients
- 08 Boost productivity and increase efficiency
- 11 Centralize, simplify, and scale learning
- 13 Leverage data-based insights to improve content
- 14 Unify your tech stack to maximize its impact
- 15 A modern solution for modern firms
- 16 About Seismic



## INTRODUCTION

# What an enablement platform is and why financial services firms need it



As with any organization, the biggest investment a financial services firm can make is in their people. Firms are keenly focused on how to best drive agent, advisor, banker, wholesaler, and relationship manager satisfaction while also supporting the needs of end clients, and they invest a lot in technology to automate and streamline processes to those ends. However, these systems simply don't address the content and digital-outreach challenges client-facing professionals experience in today's market.

**Only about 50% of the typical lead financial advisor's time is spent on client-related activities.**

<https://www.kitces.com/blog/how-do-financial-advisors-spend-time-research-study-productivity-capacity-efficiency/>

That's where an enablement platform comes in.

Enablement refers to a function that emerged in response to buyers who, with an abundance of information at their fingertips online, had essentially taken control of the sales cycle. To reinsert themselves earlier in the cycle, sellers needed to present buyers with more compelling content at the right time through the right channels. Enablement is the strategic practice of providing sellers with that content along with the education and means they need to maximize its success.

An enablement platform offers buyer/client-facing teams, and the teams who support them, with the technology they need to execute their enablement efforts efficiently and effectively. These efforts include streamlining content findability and personalization, training and guidance on how to customize and share content, as well as capturing and analyzing data to continually improve every tactic.

After we take a look at the top use cases for a modern enablement platform in financial services, we'll dive into the particular challenges client-facing professionals confront every day and what an enablement platform can do to overcome them, allowing your firm to better achieve its strategic goals.



# 01 Top use cases for a modern enablement platform in financial services

Enablement platforms have already shown their value in helping wealth managers, banks, asset managers, insurance companies, and FinTechs achieve their most important strategic goals in a measurable way.

As the financial services industry continues to focus on improving productivity and efficiency in response to changing client needs driven by technological innovation, enablement platforms will become more important, not only to support the changing needs of client-facing professionals, but also to address the core operational challenges felt by most banks, insurance companies, wealth firms and asset management organizations, including:

## 01. Optimization of the advisor-banker-agent-relationship manager-wholesaler desktop

By integrating enablement capabilities into the existing tools used by client-facing professionals, firms see greater tech adoption, increased revenue, and lower customer churn.

## 02. Automation of client review document preparation

Client-facing professionals who leverage enablement technology are better equipped to support the highly personalized nature of client review documentation at scale, thereby providing more time for higher-value activities.



Cont.





### **03. Faster production of time-sensitive content**

A robust enablement platform automates the content creation and update process, pulling in data from disparate sources to produce pitchbooks, factsheets, client review documents, proposals and much more. As a result, existing and prospective clients have better experiences, which leads to revenue-generating opportunities.

### **04. Streamlined talent recruitment**

Recruiting top-tier talent is a challenge across the financial services industry, especially within wealth management. By leveraging enablement technology, firms are equipped to deliver highly personalized experiences in an efficient and memorable way, leading to recruiting success.

### **05. Empowered marketing organizations**

Enablement technology offers marketing organizations a deeper understanding of the efficacy of content, automates processes associated with updating certain documents, and centralizes content management and access, allowing leaders to strategically align resources to best address firm revenue goals.



**For more information on how financial services firms are finding success with the Seismic enablement platform, [visit our website.](#)**

**Keep reading to learn how a modern enablement platform can help your firm achieve its strategic goals.**

# Goal: Make it easier for client-facing teams to focus on their clients

## CHALLENGE

### Client-facing professionals need streamlined ways to leverage digital channels

Clients expect their banker, agent, advisor, or relationship manager to have intimate knowledge of what is most important to them and be able to proactively deliver information in a way that aligns to their preferences. Furthermore, the trust and openness that results from satisfying that need can uncover upsell and cross-sell opportunities.

When it comes to online interactions with clients, email and social media are the most ubiquitous channels, and each comes with its own challenges. With email, it's primarily about efficiency. Client-facing professionals would rather write a single email that's automatically tailored for several recipients rather than writing many emails and sending them one by one. As for social media sites, they're bustling with clients ready to have conversations, but it's a struggle not only finding suitable content to share, but also writing posts and sourcing images to frame it in a way that will get noticed. And for both channels, it's hard to ensure the content shared doesn't violate firm policies or regulatory compliance requirements.

**81% of financial advisors using social media for business report gaining assets attributable to social media activity.**

<https://www.putnam.com/advisor/business-building/social-media/>

## SOLUTION

### Easy-to-use tools and templates for effective and efficient digital communications

Regarding email, a modern enablement platform offers templates that include editable components (as well as locked ones to preserve marketing boilerplate and brand standards). HTML-based variables draw personalized information, such as a recipient's name, directly from the company CRM for seamless population at scale. This means that if several clients in a professional's contact list show interest in a certain digital ad, those clients will be automatically associated with the appropriate follow-up email template. The professional can then use that template to send a personalized email to each of those clients in one fell swoop.

For social media interactions, curated feeds of both Marketing and third-party content can help ensure client-facing professionals share only compliant, risk-free, and resonant information. The same goes for social copy and imagery, which client-facing professionals can use as is or quickly customize elements of if need be. And for both email and social, content is shareable via links, rather than attachments, to capture client engagement analytics.

## CHALLENGE

### Client-facing professionals often resort to using obsolete content

At financial services firms, a lot of different teams create content for client-facing professionals. But, as mentioned above, ensuring that content is easily accessible and always compliant is a challenge. When client-facing professionals can't find the content they need, they use the content they have, which is typically older iterations of assets they saved onto their hard drives. And much to the firm's chagrin, client-facing professionals often reuse these obsolete assets over and over again.

## SOLUTION

### Intuitive content curation and regulation

A modern enablement platform can keep track of how a given document has changed over time, maintaining a single source of truth for all approved content and helping to ensure client-facing professional share only the latest, most accurate information with clients. Audit trails of past approvals, annotations, and versions—and the ability to revert to previous versions where necessary—are crucial features in facilitating this kind of document regulation.



# Goal: Boost productivity and increase efficiency

## CHALLENGE

### The right content is simply too hard to find

As discussed, today's clients are demanding more from the firms they do business with, expecting a steady stream of information that's always relevant to them when they receive it. To meet this demand, client-facing professionals need to source and share the right content at the right time. But sourcing that content is easier said than done because so much of it is often housed in a variety of disparate systems. The result is a disjointed and often frustrating experience that undermines why those tools were adopted in the first place.

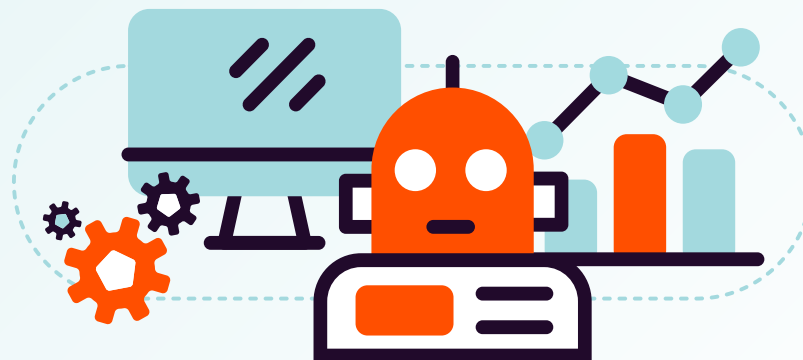
**60% of firms still have disconnected tools and technologies across marketing, sales, and service as a top-three challenge.**

<https://www.nasdaq.com/articles/a-2022-outlook-on-next-generation-asset-management-distribution-2021-10-05>

## SOLUTION

### AI-driven content recommendations from a unified source

A modern enablement platform is fully integrated and centralized, allowing users to quickly find the content they need through intuitive search, filtering, navigation, and convenient previews of each document. Furthermore, rather than relying on mere keyword search functionality, a modern enablement platform draws from other platforms it can integrate with, like your CRM, leveraging AI to achieve situational awareness. That means the AI transforms sales-related data, such as leads, contacts, opportunities, and competitor info, into focused, real-time content recommendations. To illustrate, imagine the agility of a client-facing professional instantly surfacing competitive differentiators and objection handling notes specific to rival firms that a high-value prospect is known to be considering.







#### CHALLENGE

### Client-facing professionals spend too much time updating and personalizing content assets

Similar to their challenges with email and social media, client-facing professionals struggle to independently generate content that reflects their firsthand knowledge of a deal or client. Trying to do so for every pitchbook is inefficient, eating up precious time they could be using to pursue new clients and strengthen their relationships with existing ones.



#### SOLUTION

### Make editing content easier and scalable

Rather than trying to manually update pre-existing slides and other types of documents, client-facing professionals using a modern enablement platform can access dynamic templates with components that automatically populate with the most up-to-date information. Be it a pitch deck, case study, or proposal, there's no need to download or manually edit anything. Furthermore, a guided assembly feature can lead professionals through asset creation, by automatically populating parts of the asset based on how pre-built questions are answered throughout the assembly process.



Simply freeing up **15-20%** of relationship managers' time could mean an extra **10-15%** in revenue.

<https://bankingblog.accenture.com/banks-should-capitalize-on-saved-time-to-empower-rms>



## CHALLENGE

### Business processes are manual, slow, and duplicative

It's not just content assets and digital communications that require streamlining and centralization. Cross-functional collaboration is crucial to aligning on strategy, crafting narratives, and keeping track of how projects progress. Without an integrated way to plan, execute, iterate, and scale their work, it's hard for client-facing teams to drive revenue, especially in times of rapid change, increasing complexity, and market uncertainty.

## SOLUTION

### Automate and centralize workflows

A modern enablement platform provides a planning, auditing, and reporting hub for deriving insights that inform practice management, onboarding programs, product information, thought leadership, and more. Teams can archive or update content with customizable KPIs, templatize successful projects so they can swiftly and easily repeat what works, and demonstrate how all this work directly connects to won deals.



# 04 Goal: Centralize, simplify, and scale learning

## CHALLENGE

### Keeping client-facing professionals up to date on industry and product developments is inefficient

To close deals faster, client-facing professionals, both new and experienced, need continual education not only on updated products, industry developments, and new content, but also on how to improve their digital interactions with clients. The crux is being able to do all of this for hundreds or thousands of them at scale and without sacrificing the needs of individual learners. A mix of HR cloud software, survey platforms, and email is a time-consuming and disjointed attempt that simply won't cut it.

**65% of finance survey respondents regard upskilling talent a topmost priority for 2022.**

[https://www2.deloitte.com/content/dam/insights/articles/US164678\\_CFS-banking-and-capital-markets-outlook/DI\\_CFS-banking-and-capital-markets-outlook.pdf](https://www2.deloitte.com/content/dam/insights/articles/US164678_CFS-banking-and-capital-markets-outlook/DI_CFS-banking-and-capital-markets-outlook.pdf)

## SOLUTION

### Easily create on-demand, mobile-friendly lessons

A modern enablement platform allows for a single, integrated learning environment where it's easy to create, edit, and deliver lessons that learners can take anywhere, be it on their desktop, tablet, or phone. Lessons are media-rich, featuring images, videos, practice modules, and quizzes, and are buildable in just a few clicks and drag-n'-drops.





#### CHALLENGE

### It's hard to track how learners perform and how lessons impact the business

Engaging today's clients requires client-facing professionals to have the right digital skills to conduct compelling interactions that lead to lasting relationships. That means firms need to rethink how they acquire and onboard new talent and how they upskill existing talent, both of which are crucial to reducing churn. But you can't improve something you're not measuring. Like any other function in an organization, learning should be measured by comparing current metrics to previous ones—and that's something a lot of firms struggle with.

**Only 16% of financial services CEOs say they have been effective in reducing skills gaps and mismatches, compared to 20% of all CEOs.**

<https://www.pwc.com/qx/en/ceo-agenda/ceosurvey/2020/trends/financial-services-people.html>



#### SOLUTION

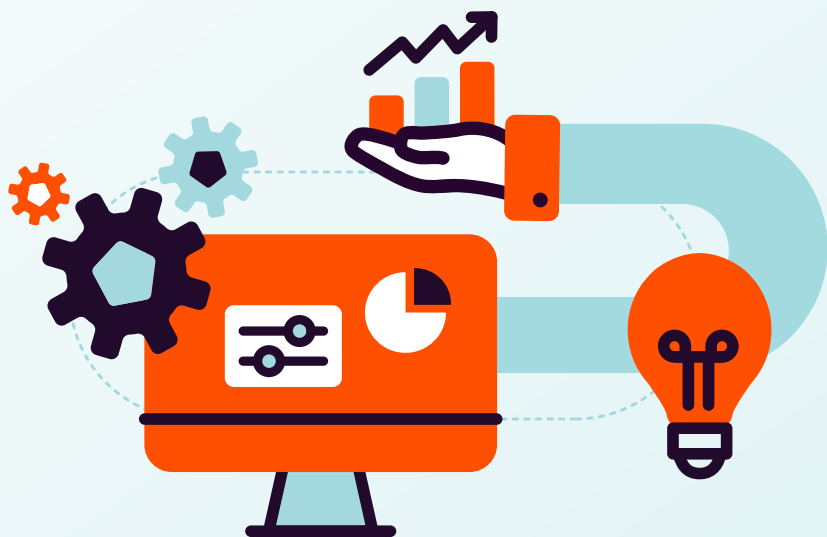
### Automatically collect learner analytics and provide specific feedback at scale

A modern enablement platform has the automation to provide timely feedback for hundreds or thousands of learners at a time. How? By aggregating results to identify general strengths and areas for improvement and by recycling past feedback to eliminate hours of redundant typing. It can also leverage data on lesson completion, quiz performance, and skill improvement, demonstrating the impact lessons have not only on individual learners but on your business as a whole, including revenue.

The platform also includes practice modules that simulate real-life client scenarios, making it easy to generate personalized learning paths based on attributes like clarity, confidence, and credibility. For example, a client-facing professional's use (or non-use) of certain filler words in a practice email, video, or chat is automatically recognized by the system, factoring into their evaluation and feedback.

# 05

## Goal: Leverage data-based insights to improve content



### CHALLENGE

#### Measuring content performance is difficult if not impossible

Most firms have rich top-of-the-funnel data, such as website visits and engagement analytics on content distributed through marketing channels. But that's just the tip of the iceberg. Critical data, such as what asset a client-facing professional sent, in what stage of the deal cycle they sent it, and how long the client engaged with that asset, are traditionally hard to track.

**40% of individuals do not trust their business's data insights.**

<https://www.edq.com/resources/data-management-whitepapers/2020-global-data-management-research/>

### SOLUTION

#### Collect and consolidate content data for insights that make a difference

As mentioned above in regard to sharing content via social media and email, a modern enablement platform allows client-facing professionals to share content via links rather than as attachments so the system can capture engagement analytics. This means the next time a client-facing professional checks on a given lead, contact, account, or opportunity, they can see whether the client opened the content they were sent, how often they opened it, and how much time they spent consuming it. This valuable intelligence helps client-facing professionals understand clients more deeply while providing guidance on how to iterate and improve their outreach.

# Unify your tech stack to maximize its impact

## CHALLENGE

### Unintegrated software creates and perpetuates team silos

There's often a disparity between those who meet with clients and those who create the content that aids or facilitates those meetings. While some of this disconnect stems from teams working in silos, a lot of it is the result of a lack of software integration. Essentially, the more your most-used programs can talk to each other, the easier it is to attain greater alignment between client-facing material and client-facing personnel, ensuring you get the most out of your various applications.

**Modern workers regularly use more than 9 tools to do their jobs—and 68% of them switch between tools 10 times an hour.**

<https://smartsellingtools.wishpond.com/2019-salestech-benchmark-survey/>

## SOLUTION

### Integrate your tech stack to maximize ROI for every system

Not everyone in your firm, even those on the same team, works the same way and uses the same tech. And an enablement platform isn't going to replace every functionality in your existing systems. That's why a modern enablement platform can integrate with the various software already entrenched in your organization. For instance, the content and metadata in your existing content and customer management systems can sync with your enablement platform along with a variety of popular internet browsers, allowing users to access your content library directly through them via single sign-on. Such integrations facilitate the adoption of the enablement platform and its capabilities while also augmenting the user experiences of your existing tools—and it's this unity between systems that can help drive unity between the people who use them.



## CONCLUSION

# A modern solution for modern firms

By investing in a modern enablement platform, firms can ensure their client-facing professionals have the functionalities they need—in one place—to create and share more successful content, align better with the teams meant to support them, improve their knowledge and skills in a measurable way, and capture the analytics required to do it all better every time.

Through automation, data-driven insights, software integrations, and more,

a modern enablement platform empowers your client-facing professionals to serve clients better, thereby securing your firm's competitiveness and continued success. And as usage of the platform matures, your teams will go from browsing and bookmarking, to filtering and favoriting, to proactively personalizing and commenting on every aspect of it. Before you know it, your firm will be filled with enablement thought leaders continually optimizing your efforts—and maximizing your results.



**Speak with one of Seismic's experts  
to get started.**





## About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

To learn more, visit [Seismic.com](https://Seismic.com) and follow us on [LinkedIn](#), [Twitter](#) and [Instagram](#).

Visit our Website →

