

# Smart Use of Your CRM Solution to Better Succeed in a Changing Volatile Market

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## The financial services

industry is facing a critical junction, from banking and capital markets to investment management and everything in between. Not only is the industry more competitive than ever, but investors' needs and desires are constantly changing due to market volatility. The newest generation of investors has higher expectations from their financial advisors as they become more technologically savvy and adopt self-service financial strategies.

Transitioning to a customer-centric mindset is crucial for financial organizations to retain clients and attract new customers. Although Customer Relationship Management (CRM) solutions are known to yield client growth, it's important to remember that it's not a cookie-cutter solution. CRM tools should be tailored to fit your organization's goals, assisting financial advisors in addressing specific client needs. Below are a few common challenges that most financial organizations now face.

### Common Challenges in the Financial Industry: The Commoditization of Financial Services

Younger investors are attracted by single-touch artificial intelligence virtual tools. Clients are becoming accustomed to receiving automated advice online without the need for face-to-face interaction. Without these valuable in-person meetings, how are financial advisors expected to set themselves apart from these digital technologies and clearly

## Common Challenges in the Financial Industry



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define their value and advantages? How can advisors offer a competitive alternative?

### Helping Clients Protect Investments from Inflation

With rising inflation rates, the market expectations of an imminent recession continue to grow. As financial advisors, we must protect clients' investments. If this mission is achieved, client loyalty will increase. Thus, it is imperative to keep an open mind and offer diversified solutions to clients to avoid losing them to other providers during periods of volatility. Having a 360-degree view of the customer's status enables advisors to come up with new and optimized solutions.

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### Meeting Client Expectations

Nowadays, investors’ needs and expectations constantly evolve. To satisfy clients’ objectives, financial services organizations must provide a high-quality client experience and customized service. In times when every interaction counts, how can financial advisors provide a superior experience?

### Reaching a Higher Number of Customers with Minimal Resources

The labor market demand is high for trained professionals. The majority of baby boomers are leaving the workplace and the impact of the Great Resignation is hard felt. There is a clear need to compensate for the skill gaps that are widening. How can organizations win more clients with fewer staff members?

### Tedious Access to Data

With an ocean of data spread across multiple systems, it’s often difficult for financial advisors to see the overall client status and respond quickly. Dependencies on other departments, lack of integration between systems and no access to one focal point of up-to-date information can cause financial advisors to lose clients. How can this be prevented?

### Building Sustainable Trust

Last but not least is the ability to establish trust between the advisor and the investor. It’s quite challenging to create sustainable and trusting relationships with a lack of face-to-face meetings. There’s a lot of “bonding” time to catch up. How can you make sure it is done correctly? How do you maximize the time you spend with your clients?

### Innovative Approaches Where CRM Can Help

#### Automated Relationship Management for an Excellent Client Experience

CRM is used to create better relationships with customers and help manage the flow of information from customer service, marketing, social media, and sales. Automated processes maintain ongoing and meaningful communication, recognize clients’ needs, and address their requirements in a personalized manner. This results in attentive customer service, faster response time, and improved customer experience across all touch points. Here’s an example: Financial advisors can increase their credibility and trust with clients, or prospective customers, just by helping them recognize the new current market conditions and by educating them about the possibilities available to them as market events happen. Maintaining communication in a timely manner ensures that investors do not overreact or take unnecessary risks in their portfolios. This type of scenario and many others can be customized based on the organization’s policies and the investor’s profile or portfolio. However, CRM and client experience must constantly adapt as the organization, its customers, and its environment evolve. After all, what good are all the collected data and analytics derived from digital tools if they’re not optimized with the customer in mind?

#### One Focal Customer Snapshot for Better Actions

CRM records both prospect interactions and client activities. This combined data provides advisors with insights, predicts possible outcomes, recommends the best next steps for the customer and automates suggested actions. Gone are the days when you need to access multiple systems to obtain a unified view of your customer’s status. All of this can be customized to a dashboard that is keeping advisors up-to-date with current and valuable data. For example, in order to achieve a unified snapshot, the CRM data coming from a financial organization’s website can be integrated with the eCommerce platform, marketing automation tool, and with several back-office systems such as the helpdesk, business intelligence applications, accounting, and Enterprise Resource Planning (ERP) solutions. With all of this information available instantaneously, the CRM tool also collects clients’ investment history and can generate ideas for financial advisors on other options that are in line with their client’s current portfolios. Advisors will be equipped to advise their investors amidst market volatility by helping them adhere to the right risk levels for their investments. Consequently, every customer touch point is meaningful. You can create automated one-on-one customer care, that is not only personalized to the client, but that also provides a “humanized” value-added experience.

#### Improved Productivity and Sales Effectiveness

CRM provides high visibility into the organization’s sales pipeline. Nucleus Research reports that “data accessibility



for sales teams shortens the sales cycle, by 8–14 percent,” eliminating silos and keeping every department on the same page for a unified experience. CRM helps increase collaboration within the organization to drive the right leads. Advisors can prioritize leads and opportunities that are likely to convert based on prospects’ interactions. The CRM system knows, at any point in time, which potential customers are engaged and what the right time is to reach out to them for an optimal response. Adopting the right technology frees up your teams from process-heavy tasks and gives them more time to connect with prospective clients. Take, for example, setting automated workflows within the CRM system that automatically distribute handling of specific requests by clients or prospects. This guarantees that there will always be someone in charge of newly generated leads through an auto-lead assignment. By adopting this process, financial services organizations can run ads or receive website leads, without worrying about who will address those leads. Automated workflows provide better time management resulting in increased productivity for your financial advisors as well as reduced business operation costs. Overall, CRM standardizes work methods based on your organization’s processes and drive your prospective client into becoming a new customer.

### What’s Next?

Forrester Research found that CRM return on investment (ROI) can reach over 300% if a CRM tool is deployed correctly. If you’re able to properly nurture and enhance your customer relationships, your organization will see an increase in new client conversion and customer retention rates. With the right CRM strategy, planning, and implementation, CRM automation can deliver superior client experience, boost revenue generation opportunities, increase productivity, and enhance trust while reducing costs. Consult with experienced experts to discuss how your financial organization can take advantage of these benefits in this volatile market. ■

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