



**Client Success Stories**

# **SMARTER Conversations in Financial Services**



**At Smart Communications, we understand the many factors leading financial services professionals to seek innovative solutions to help them stay ahead of the curve.**

In the face of evolving client expectations, new regulations, heightened competition, and the emergence of digital disruptors, we're here to guide you through these challenges and support your path to success.

When deployed alongside one another, SmartCOMM™ and SmartIQ™ will enhance your organization's approach to customer conversations, ultimately leading to cost reduction, ROI, and lower compliance risks.

**Dive into these 7 real-life examples of companies that are creating a SMART future by harnessing the power of our modern, centralized SaaS CCM and forms automation solutions.**



## SMARTER Conversation #1

### Challenge:

DLL sought to upgrade its paper-only customer communications in favor of a cloud-based digital process. However, the global asset finance partner hit a snag when realizing it couldn't do so without replacing databases and computers – a huge investment of both time and resources.

### Solution:

By implementing what they call a 'Closed Document Loop', using SmartCOMM and the DLL platform, the business can now create and maintain its own templates, offering more agility and streamlined processes to their global teams.

## Measurable Results:



Moved 95% of their contracts to a digital format, resulting in a 30% reduction in templates.



Improved the ability for customers to self-serve.



Provided customers with better, two-way dialogues.



## ST. JAMES'S PLACE WEALTH MANAGEMENT

### SMARTER Conversation #2

#### Challenge:

St. James's Place was experiencing slow turnaround time in document creation due to manual processes, regulations, and complexities. Additionally, the wealth management company wanted to leverage Salesforce data to personalize output and reduce print/paper costs.

#### Solution:

St. James's Place used SmartCOMM integrated with Salesforce to assemble Personal Investment Report (PIR) and support agreements, disclosures, and correspondence. By doing so, they were also able to lock down and manage regulatory language for compliance.

### Measurable Results:



Improved advisor efficiency and reduced burden.



Faster turnaround time with less manual work.



Greater flexibility and agility to make template changes based on regulatory needs.



## SMARTER Conversation #3

### Challenge:

IOOF wanted to deliver a differentiated digital experience for its clients and financial advisors while delivering more accessible, cost-effective financial advice through a modern, web-based portal. Unfortunately, the company's legacy systems didn't allow for this level of sophistication.

### Solution:

Leveraging SmartCOMM allowed the leading wealth manager to produce on-demand, interactive batch communications from a single platform and simplify disparate systems into one contemporary, integrated platform offering in the cloud.

## Measurable Results:



Improved customer experience by enabling digital interactions and multi-channel communications.



Reduced IT costs by eliminating redundant technologies.



Reduced operational complexity.



## SMARTER Conversation

#4

### Challenge:

PHEAA was faced with the company's biggest customer-focused decision since its inception in 1963; to part ways with an aging, cost-burdening legacy customer communications management (CCM) system.

### Solution:

SmartCOMM allowed the company to scale their business at the level and agility necessary, while lowering the cost of ownership and increasing efficiency, data security, and timeliness of communications.

## Measurable Results:



Achieved a total cost savings of \$2.5 million since migrating to SmartCOMM.



Increased security of sensitive customer data.



Reduced the number of communication templates by 50%.



**SMARTER Conversation**

**#5**

### **Challenge:**

AMP needed to transform their outbound customer communications from manual, legacy processes to the cloud for a digital-first, customer-centric approach.

### **Solution:**

SmartCOMM helped this large financial services organization enhance the customer experience, showcasing a flexible and scalable outbound communications strategy.

## Measurable Results:



Increased from 0% digital to a digital-first approach to outbound communications.



Enhanced security measures to remain compliant.



Reduced call volume by 20% for customer follow-ups.



## SMARTER Conversation

#6

### Challenge:

The Bancorp, a specialized lender, aimed to transform its loan origination process and enhance the digital experience for clients and advisors.

### Solution:

SmartIQ™ helped the lender achieve and exceed its goals, allowing the company to win new business thanks to the "great customer experience" the independent financial advisors could now provide for their customers. Additionally, The Bancorp's NIGO error rates dropped to almost zero.

## Measurable Results:



Increased loan volumes by 400%.



Overall ROI exceeded projections, topping out at 750%.



Improved customer and advisor experience by automating the loan origination process.





## SMARTER Conversation #7

### Challenge:

The Pacific Financial Group (TPFG) needed to simplify the forms processes for its advisors across multiple customer touchpoints including onboarding and loan servicing.

### Solution:

TPFG integrated SmartIQ with its existing tech suite including Orion and Salesforce. This resulted in improved efficiency, error reduction, and the provision of seamless digital experiences for advisors and clients.

## Measurable Results:



Centralized and streamlined the advisor experience by developing single sign-on (SSO) functionality.



Enhanced security across digital communications and data.



Produced a seamless integration across multiple core systems.

## What Our Clients Are Saying:

"After comparing the functionality and investment of several different platforms, SmartCOMM was the obvious choice for DLL. The most important element for us was their cloud offering. Smart Communications was and is more mature than other parties."

—Pascal Ensink,  
*Project Manager, DLL*

"We service 60 brands and have almost 400 templates, so the combinations are endless. For the team, working with Smart Communications to improve our communications is key."

—Rael Grounewoud,  
*Product Owner, Documents & Correspondence, Stater*

"Having our loan applications automatically flow to eSignature eliminates the prior need for in-person meetings for signing or waiting for documents to travel through the mail. This system is intuitive, clean and simple to use, and documents are available to everyone instantly."

—Jeffrey Hazelwood,  
*Managing Director and Institutional Banking Solutions Manager, The Bancorp*

"Sometimes depending on the type of request, especially if it requires a client signature, it could take a day. If a process is more difficult than it should be, some people delay it out of procrastination. So, making this process simple can save someone days."

—Jennifer Rowe,  
*Business Applications Manager, The Pacific Financial Group*

"When you've got set servers and databases, you can only take so much traffic, and when we need to scale up, we can do that no problem. Compared to before, it's seamless."

—Paul Roveto,  
*Head of Customer Communications, AMP Limited*

"Moving into management side, it's interesting to see how another company does their development and use the Litmus tool in SmartCOMM to see how their emails really look because there could be some issues there. Being able to see how emails look across multiple devices and multiple mail accounts is just a massive win in efficiency for us."

—Jon Thurston,  
*Technical Senior Management, Fidelity International*

## Request a Demo Today

Ready to experience the power of Smart Communications?

If you're ready to elevate the communications and forms processes at your organization, and achieve more like the companies outlined in this eBook, reach out to us for your free demo where our experts will help you make the shift to having smarter customer conversations.

[Request a Demo](#)

# Why Choose Smart Communications for Your Financial Services Customer Conversations?



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@CCMInnovators

## About Smart Communications

Smart Communications provides the platform that leading organizations trust to deliver personalized, consistent and compliant conversations across all touchpoints and channels. The Conversation Cloud™ consists of SmartCOMM™ for enterprise-scale customer communications, SmartIQ™ for digital forms transformation, and SmartDX™ for trade documentation. Over 650 enterprise organizations across the globe rely on Smart Communications to simplify and automate complex processes and deliver highly secure, frictionless experiences across the customer lifecycle.

## 1. Industry-leading Expertise

We understand the unique challenges that financial services organizations face, and we tailor solutions to address them effectively. Our seasoned professionals have successfully guided hundreds of organizations across various industries and are poised to help you do the same.

## 2. Proven Solutions and Processes

Smart Communications offers comprehensive, proven tools and methodologies designed to streamline your communications and forms processes. From system integration to template conversion and low-code functionality, our sophisticated cloud solutions will have a positive impact on your business operations.

## 3. Measurable Results

As you've seen, SmartCOMM and SmartIQ have helped our clients achieve tangible results, including cost savings, improved customer experience, and operational efficiency. Our solutions deliver results you can measure and appreciate.

## 4. Tailored Approach

We recognize that no two financial service institutions are alike. Our leading cloud solutions are customized to meet your organization's unique and specific needs. We work in partnership with you to understand your business goals, ensuring a successful approach to your customer conversations strategy.



**"Professional, accurate and timely communications with customers is key to customer confidence in our business. Smart Communications has helped us improve on all three aspects as part of our transformation."**

**—Adam Wagg,**  
*Health and Claims Program Lead, Commonwealth Superannuation Corporation*