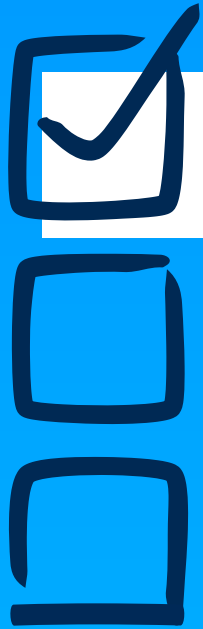


Innovation Toolkit



# AdviceTech Roadmap Worksheets

Activities and tools to help you prioritise  
and develop an AdviceTech roadmap for your  
business.

Brought to you by:



# Customer journey

*Consider the current tools, technologies, processes that create points of friction for your clients.*



## Customer journey stages

- Prospecting
- Discovery
- Advice
- Implementation
- Engagement and education
- Periodic review
- End of financial year

## Improving the customer journey with AdviceTech?

- Can it make more enjoyable?
- Can it save time and frustration?
- Can it help communications?
- Can it help engagement?
- Can it help to educate them?
- Can it help to build trust?

Brought to you by:

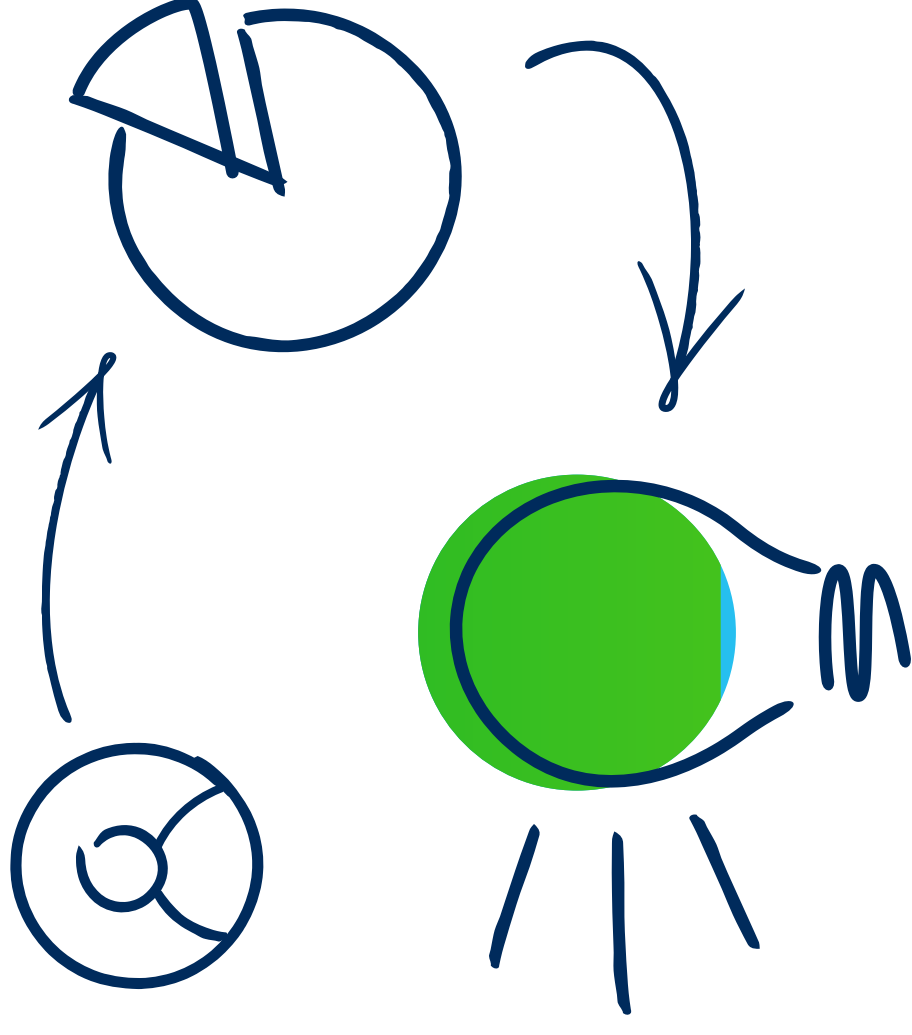
**netwealth**

Complete this worksheet as part of the AdviceTech prioritisation workshop

AdviceTech	Description	Benefits to customer experience if AdviceTech implemented or enhanced	Changes to your business to implement this AdviceTech?
Client presentation software	Create client presentation slides, which include text, images and video content.		
Online fact-find and risk profiling tools	Capture client information and data about the client including their risk profile - online via surveys, chat bots, external data feeds or other technology.		
Know Your Customer (KYC) technologies	Identify and verify client identity online or via mobile app using external data matching sources, including Australian passport and drivers licence data.		
Digital signature tools	Capture signatures online or mobile, to support the document signing process.		
Emails, newsletters and marketing automation technology	Create emails and email templates for client newsletters, onboarding emails, event invites, etc. Emails can be sent automatically triggered by pre-defined events, e.g. 30 days prior to review		
Website management and/or blog tools	Easily create new web pages/blog articles or modify existing ones with text, images, video, etc.		
Social media platforms	Post to a social media network, such as Facebook, LinkedIn or Instagram sharing content and communicating with your followers.		
Online advertising	Advertise on a website, mobile app or other digital medium, promoting your brand or service with text, imagery or video.		
Scaled advice technologies	Provide personal advice limited in scope (or piece-by-piece advice), often provided over the phone or online at a fraction of the cost of holistic advice.		
Robo-investment technologies	Provide online investment advice on scale to clients using robo-tools, including online risk profiling, intelligent portfolios, and other investment recommendation tools.		
Cient portal	Give client an online portol or mobile app to manage their super, investment and/or banking accounts. May include other features such as: document vault, cash-flow management, etc.		
Cash flow, budgeting and account aggregation tools	Amalgamate bank, super and investment accounts into a single online interface for tracking and managing money, investments, cash flow, budgets and goal-savings.		
Online surveys, reviews and rating tools	Capture customer feedback via online surveys or via websites where customers share and rate their experiences (with stars and descriptions).		
Services to conduct virtual online meetings	Conduct virtual online meetings between yourself and your client via computer or mobile device.		

# Back-office

Consider the current tools, technologies  
or processes that makes the team or  
business inefficient today.



## Improving business efficiency with AdviceTech

### Potential pain points

- Can it make our processes more efficient?
- Can it help to reduce errors?
- Can it help to do things faster?
- Can it help to reduce resources required?
- SOA & ROA generation
- Data collection
- Investment implementation and research
- Administration tasks
- Updating website and communication
- File storage
- Project management

Brought to you by:

Complete this worksheet as part of the AdviceTech prioritisation workshop

AdviceTech	Description	Benefits to your business if AdviceTech implemented or enhanced	Change to your business to implement this AdviceTech?
Investment research tools and technology	Research, ratings and commentary on investment products. Often reliant on a mix of qualitative research and quantitative analysis using big data, algorithms and artificial intelligence.		
Cloud-hosted online document/ file storage and sharing technologies	Cloud-based storage of documents, images, presentations and other file formats which can be accessed and shared online or downloaded to computers or mobile devices.		
Cloud-hosted email or internal communication services	Create and manage office emails, instant messaging, chat streams, calendars, task lists in the cloud, using these online and mobile app services.		
Commissions management software	Rules-based revenue, commission payment and remuneration management systems.		
Customer Relationship Management (CRM) system	Collect, organise, manages and analyse customer information, interactions and data throughout the customer lifecycle. Add internal workflows to assist in management of customer.		
Digital services to transcribe conversations	Convert audio and video recordings to text, via these online services.		
Digital workflow and integration tools	Integrate disparate software systems and databases with these tools to improve document flow, data integration, reporting and general process improvement.		
Fact find and risk profiling tools	Capture client information and data about the client including their risk profile - online via surveys, chat bots, external data feeds or other technology.		
Robo-investment technologies	Provide online investment advice on scale to clients using robo-tools, including online risk profiling, intelligent portfolios, and other investment recommendation tools.		
Managed accounts (SMA)	A portfolio of individual securities or assets managed by a professional investment manager. Changes to portfolios by an investment manager can be implemented across some or all clients without the need for individual ROAs or SOAs.		
Project, activity and task management tools	A technology platform which allows people to collaborate, communicate and coordinate projects by managing tasks, processes, and workflows.		
SMSF administration software	Cloud-based self-managed super fund (SMSF) software to assist in the administration and compliance of SMSFs by trustees and their advisers.		
Website management and/or blog tools	Easily create new web pages/blog articles or modify existing ones with text, images, video, etc.		
Social media management tools	Easily create content and posts for several social media platforms at once (like Facebook, LinkedIn, Twitter, Instagram and YouTube).		
Tools to help model, develop and manage financial plans	Tools to create financial models and scenarios for the development of financial advice strategy.		