Closing the CX Gap with Orion's Client Portal

Prepared for CGAN Achieve

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Help Every Client to Maximize their Orion Experience.

“ I believe that if you can focus obsessively enough on the customer experience, then I think you have a good chance.

And that’s what we’re trying to do.”

Jeff Bezos

1999

How Important is CX?

89%

Will compete based on **client experience**

80%

of CEOs believe they deliver a **superior client experience**

8%

Customers feel they **received a superior client experience**

Source: Gartner customer experience research summary. Customer Experience Primer for 2016.

Price

Product

Experience

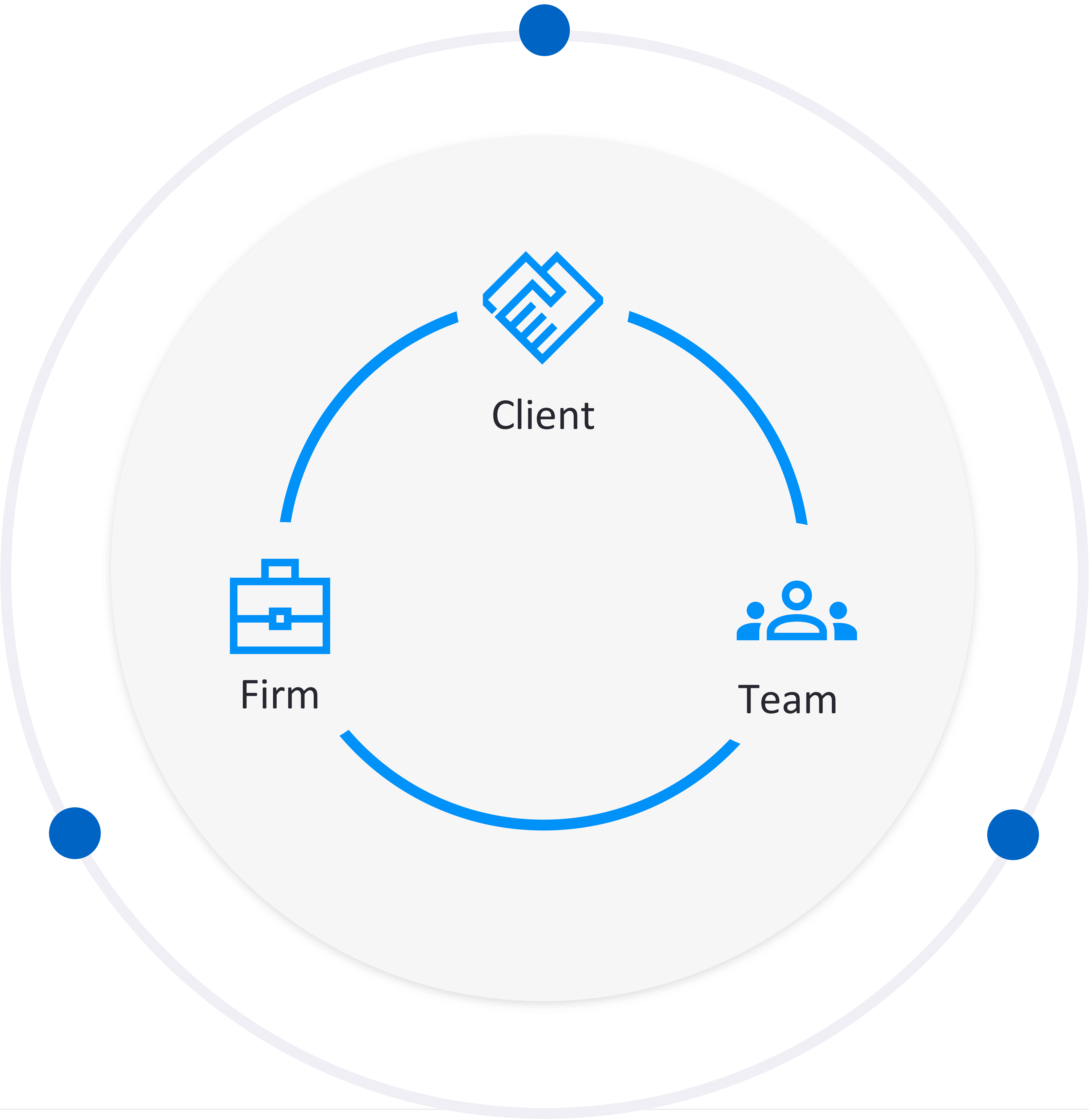
CX Framework

End Client

Team Member

Firm

CX Model

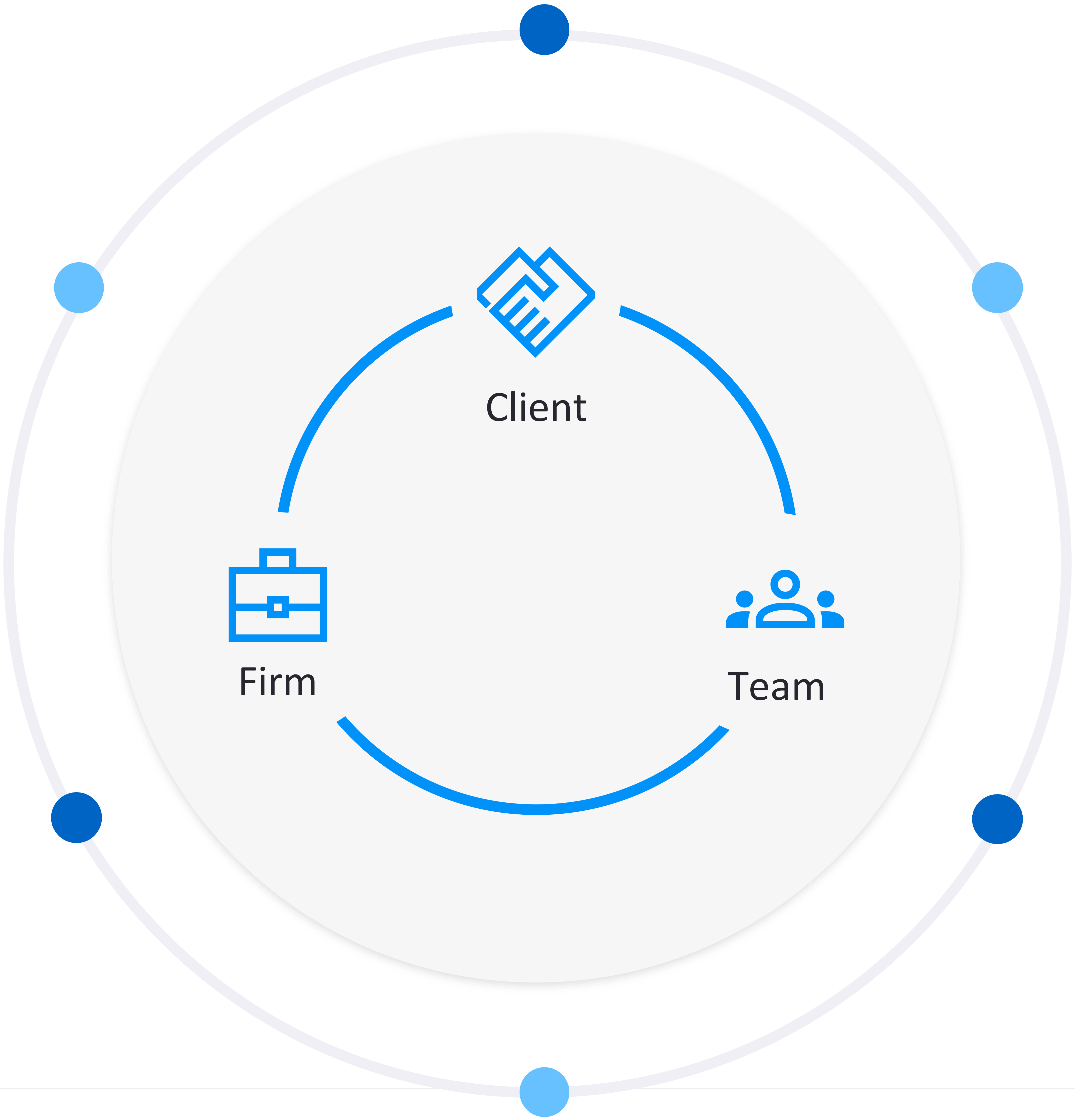


Expected

Requested

Delighted

CX Interactions

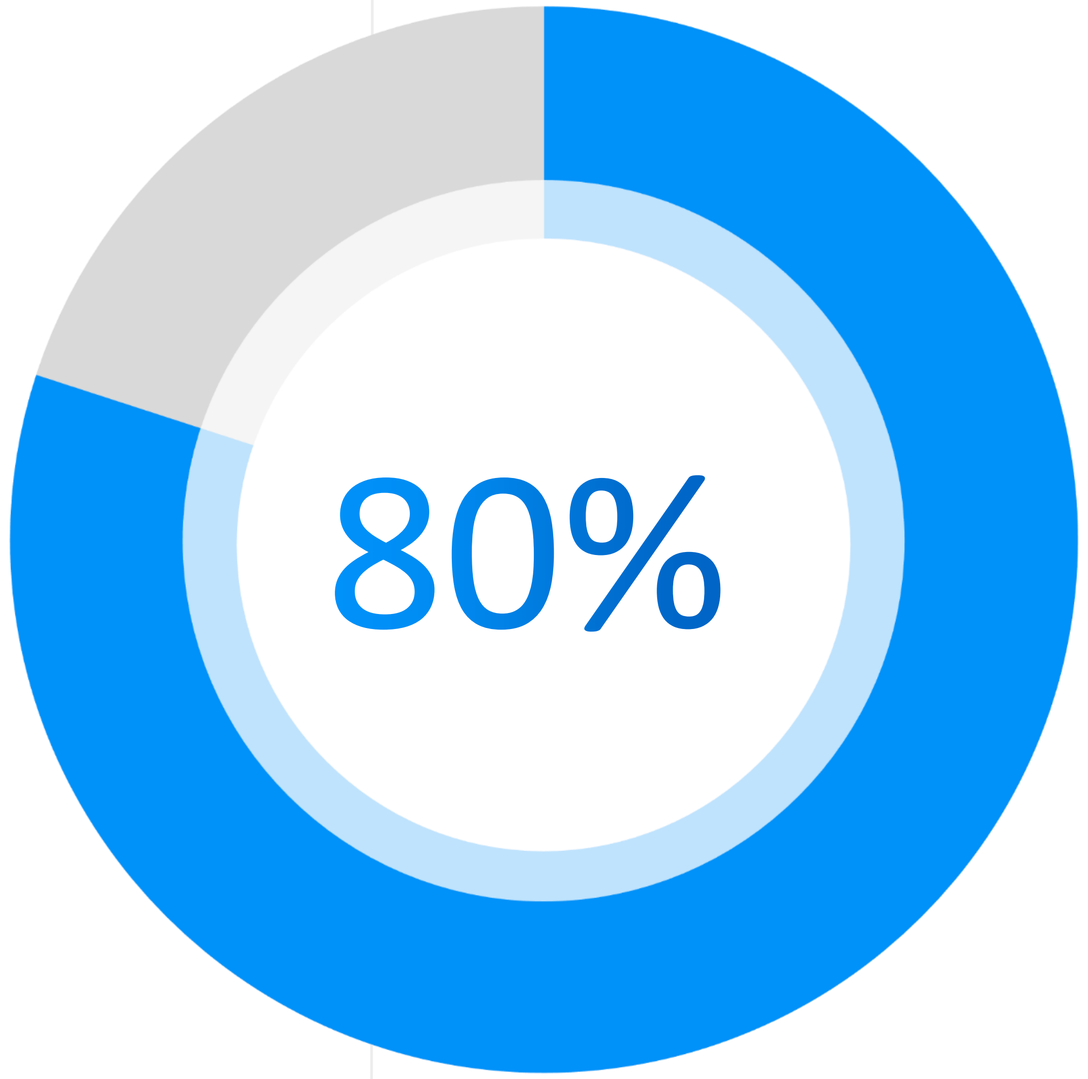


Easy

Personal

Enlightening

Culture & Strategy

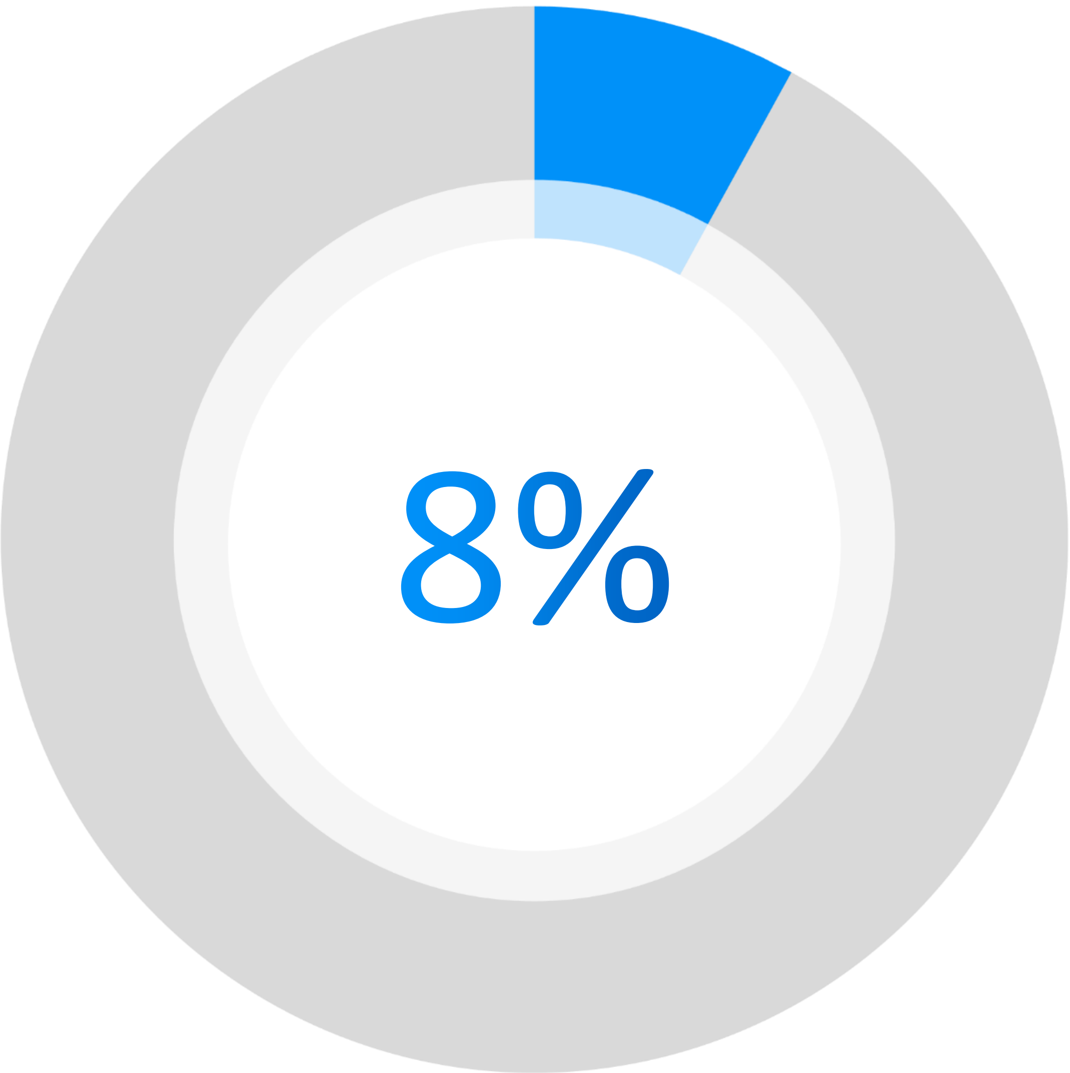


Culture

Vision
Mission
Values

Human Capital

Artificial Harmony
Feedback



Strategy

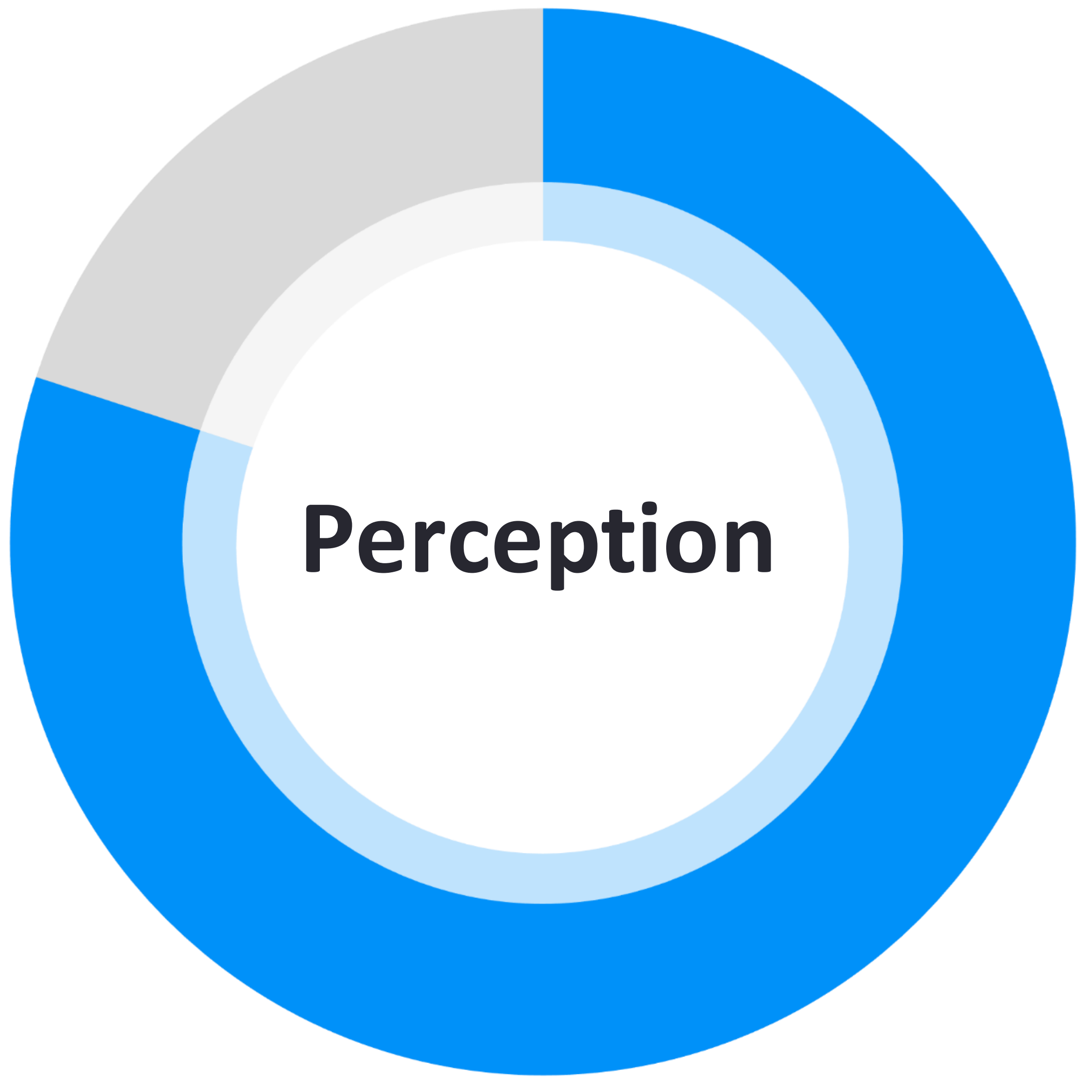
Source: Gartner customer experience research summary. Customer Experience Primer for 2016.

" No company, small or large can win over the long run without energizing employees who believe in the mission and understand how to achieve it."

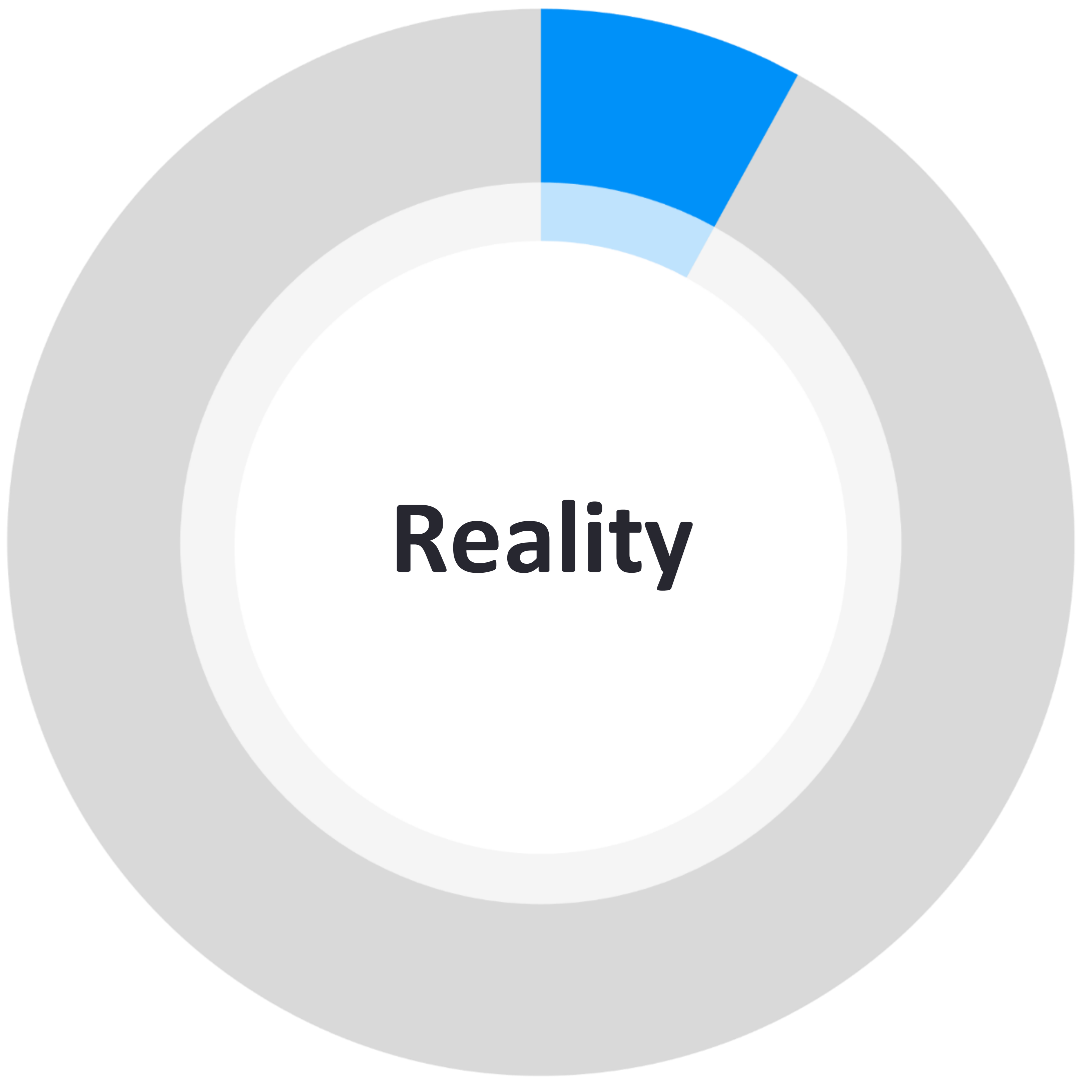
Jack Welch

Source: https://graciousquotes.com/jack-welch/

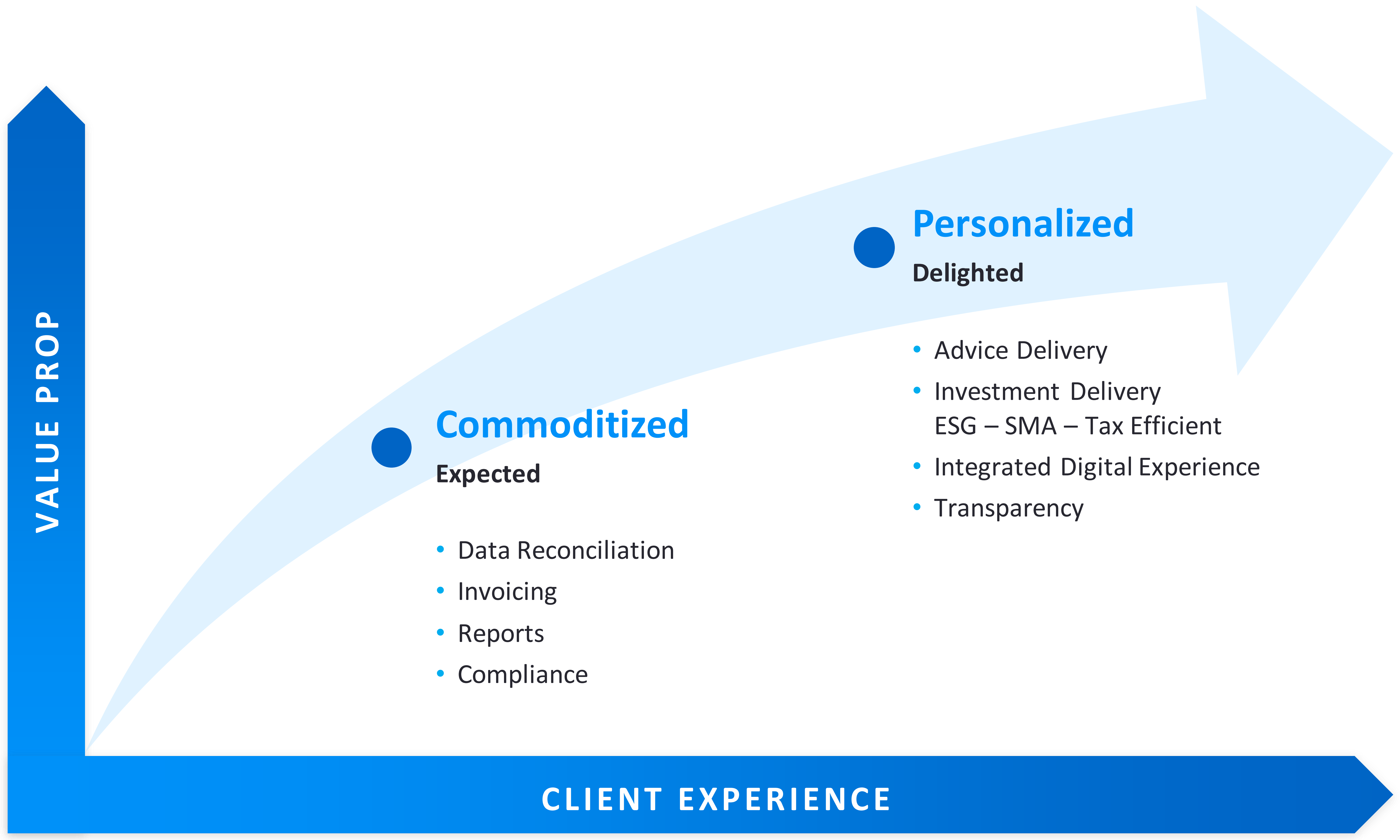
Process & Technology



Reality



Advisor Differentiation



The Client Portal Experience

Understand the foundational technology component of the experience you provide to your clients.

George Washington

Offline

Search for clients

ACCOUNTS

Cash	$43,783
Investment	$1,422,276
Credit	-$10,000
Mortgage	-$644,652
Other Asset	$1,734,092

YOUR NET WORTH

$2,545,499

Add Account

Overview

Let's manage your new financial journey.

Executive Summary

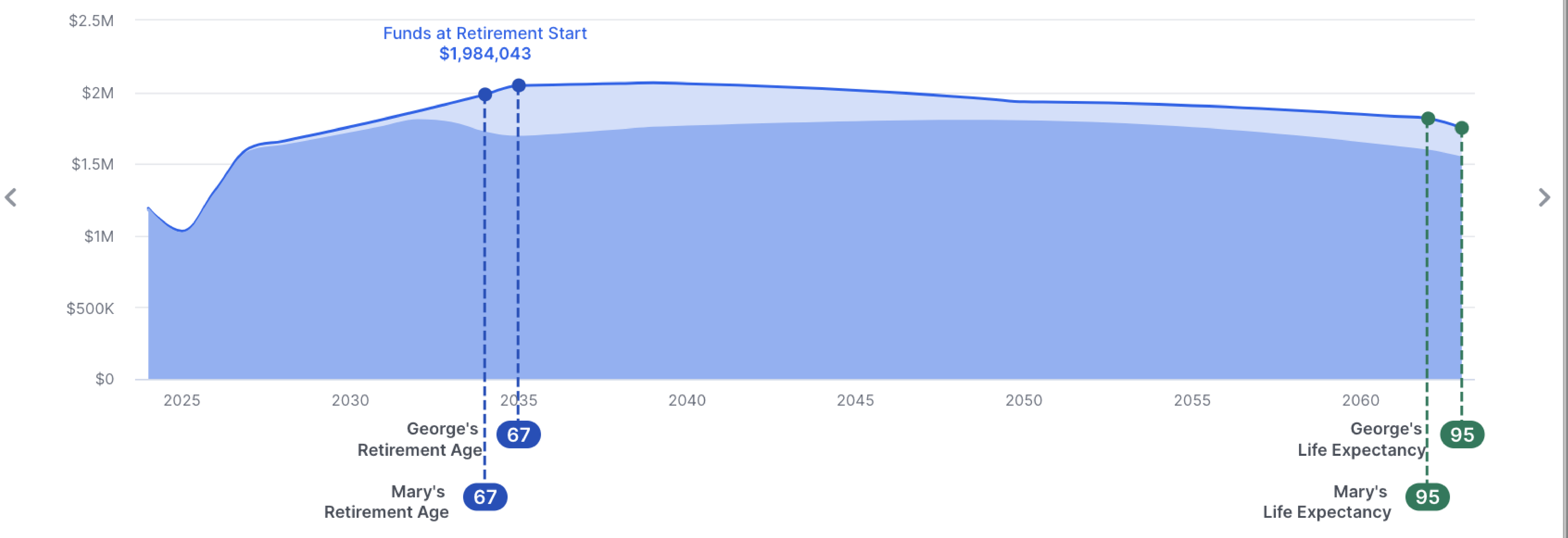
Hi George, Recently we made updates to your financial plan. There are several action items assigned to your retirement, emergency fund, and education goals.

Financial Plan

RETIRE AT 67

Retirement

CURRENT   RETIRE AT 67



Let's talk!

Customize the Portal

Onboarding

Select a workflow to attract prospects or engage clients.

Dashboard

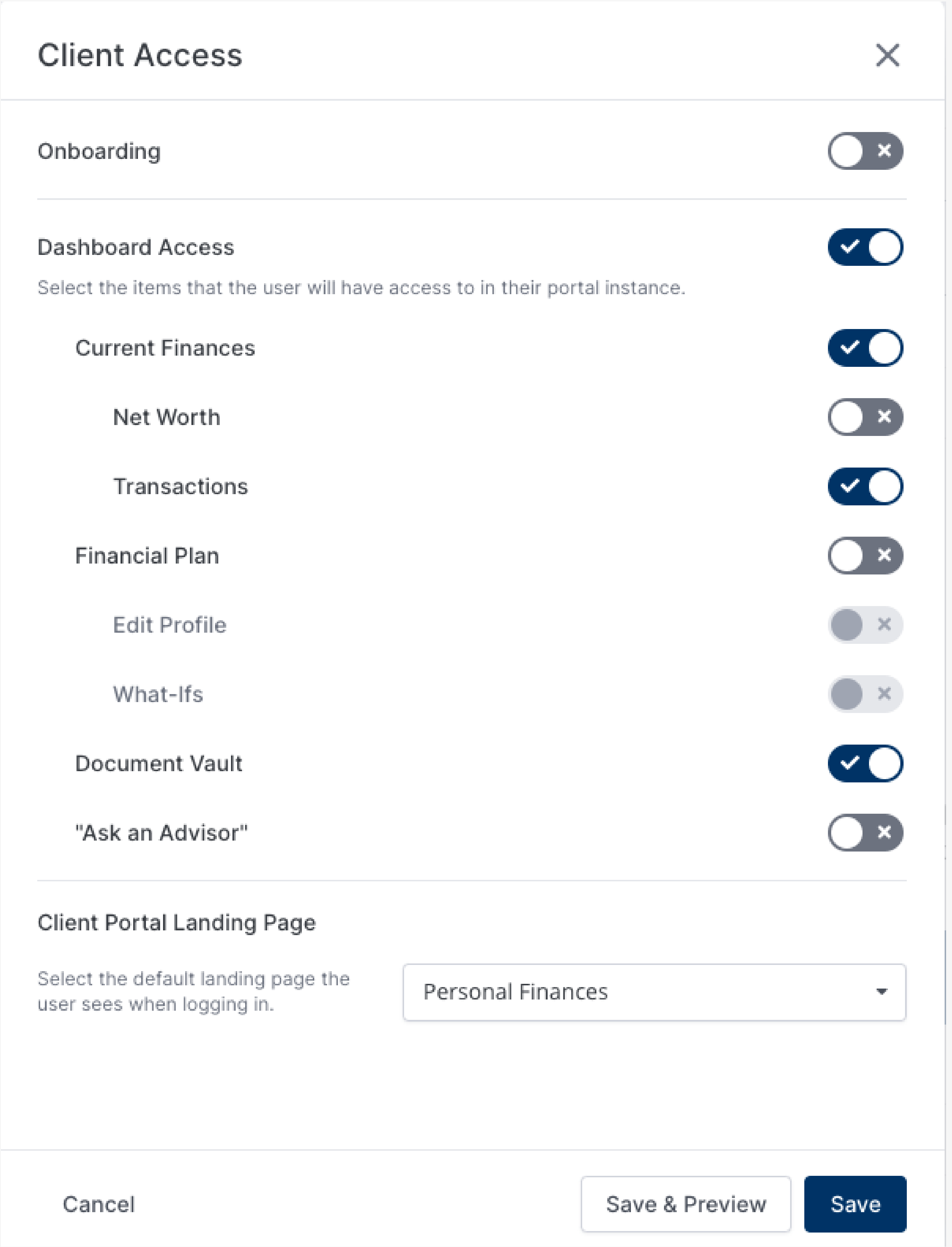
Customize each client's dashboard based on their abilities/desire!

Landing Page

Select which page you want a client to land on when they first log in.

Save & Preview

Preview the client's experience prior to them logging in.



James Johnson
Offline

Search for clients

4

ACCOUNTS

Investment $6,678,370

MANAGED ACCOUNTS	AMOUNT
James Johnson, Jo... XXXX8865	$1,320,000 0.00%
James Johnson, 4... XXXX2785	$879,000 0.00%
James Johnson, IR... XXXX9065	$289,932 1.37%
James Johnson, In... XXXX8963	$224,144 1.12%

UNMANAGED ACCOUNTS	AMOUNT
James Johnson, Jo...	$1,320,000
James Johnson, 4...	$879,000
James Johnson, T... XXXX4723	$524,295
James Johnson, T...	$509,825
James Johnson, IR...	$303,487
James Johnson, In...	$224,105
James Johnson, In... XXXX8963	$184,211
James Johnson, IR... XXXX9065	$19,871

James Johnson, IRA Rollover

Last updated: 12/30/2022 at 14:11

Last 30 Days

Summary Performance Positions Transactions

Transactions Realized Gain/Loss

Search...

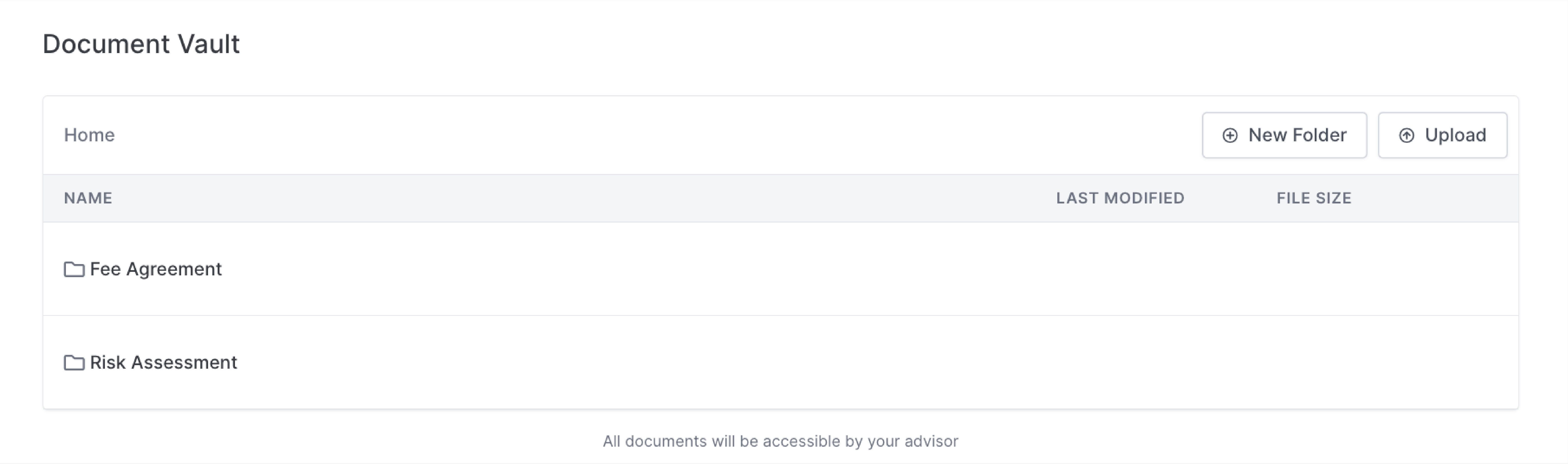
Date	Name	Description	Units	Price	Total
11/25/2022	Cash	Client Distribution	-1,000.00	$1.00	-$1,000.00
11/15/2022	Cash	Client Contribution	-5,000.00	$1.00	$5,000.00
10/26/2022	Cash	Client Distribution	-1,000.00	$1.00	-$1,000.00
10/15/2022	Cash	Client Contribution	5,000.00	$1.00	$5,000.00

Let's talk!

Document Vault

Document Vault

- Upload and store documents in one central location.
- Leverage reports and statements from Orion by automatically syncing them into the vault.
- Gain access to the other document vault services.



The Mobile App Experience

Engage with digital-focused and on-the-go clients through the mobile app

Mobile App Features

Overview

A single high-level snapshot of your client's finances.

Financial Planning

Planning information displayed for the clients within the app.

Document Vault

Access to all the same documents in the web-based portal.

Notifications

Keeps clients engaged with the app.

The Financial Planning Experience

Communicate and expand your value proposition by leveraging financial planning.

How Financial Planning Helps Advisors

Stronger Relationships

93%

of planning specialists **consider planning key to strong client relationships**[1]

Retain Clients

26%

fewer accounts are lost by financial planning focused advisors than all advisors as a whole[2]

Increase Revenue

$2,047

the average fee for a comprehensive financial plan[1]

Expand AUM

40%

higher AUM for advisors that provide planning[1]

Building a Financial Plan

Data Gathering

- Invite clients to complete goal workflows.
- Leverage the comprehensive plan or the profile for more detailed inputs.

Creating Recommendations

- Create "What-If" scenarios for each goal added to the plan.
- Show clients the immediate impact that decisions make on their plan.
- Make multiple proposed scenarios.

Presenting the Plan

- Drill down into more detail with the Cash Flow and Balance Sheet Reports.
- Download the PDF version for a more traditional plan delivery.
- Use the present mode during presentations for a white labeled experience.

Data Gathering

Jane Doe
Offline

Search for clients

PROFILE

- Personal Info
- Income
- Expenses
- Goals Input
- Accounts
- Other Assets
- Insurance
- Equity Compensation
- Taxes
- Risk Profile

Your Household Information

Please include information about your household.

Your Info

First Name: Jane

Last Name: Doe

Date of Birth: 01/01/1978

Filing State: California

Filing Status: Married, Filing Jointly

Partner Info

First Name: Jim

Last Name: Last

Date of Birth: 01/01/1978

Children & Other Dependents, and Beneficiaries

+ Add Children, Dependents, or Beneficiaries

Update Info

Let's talk!

Creating Recommendations

Previous Step

100% Complete

Please review the information below

Partner	Yes
Partner's Name	Jim
Ages	45, 45
Children	No
Tax Filing State	California
Income	$75,000 / $75,000
Expenses	$5,000
Earmarked Accounts	1 account
Pensions	-

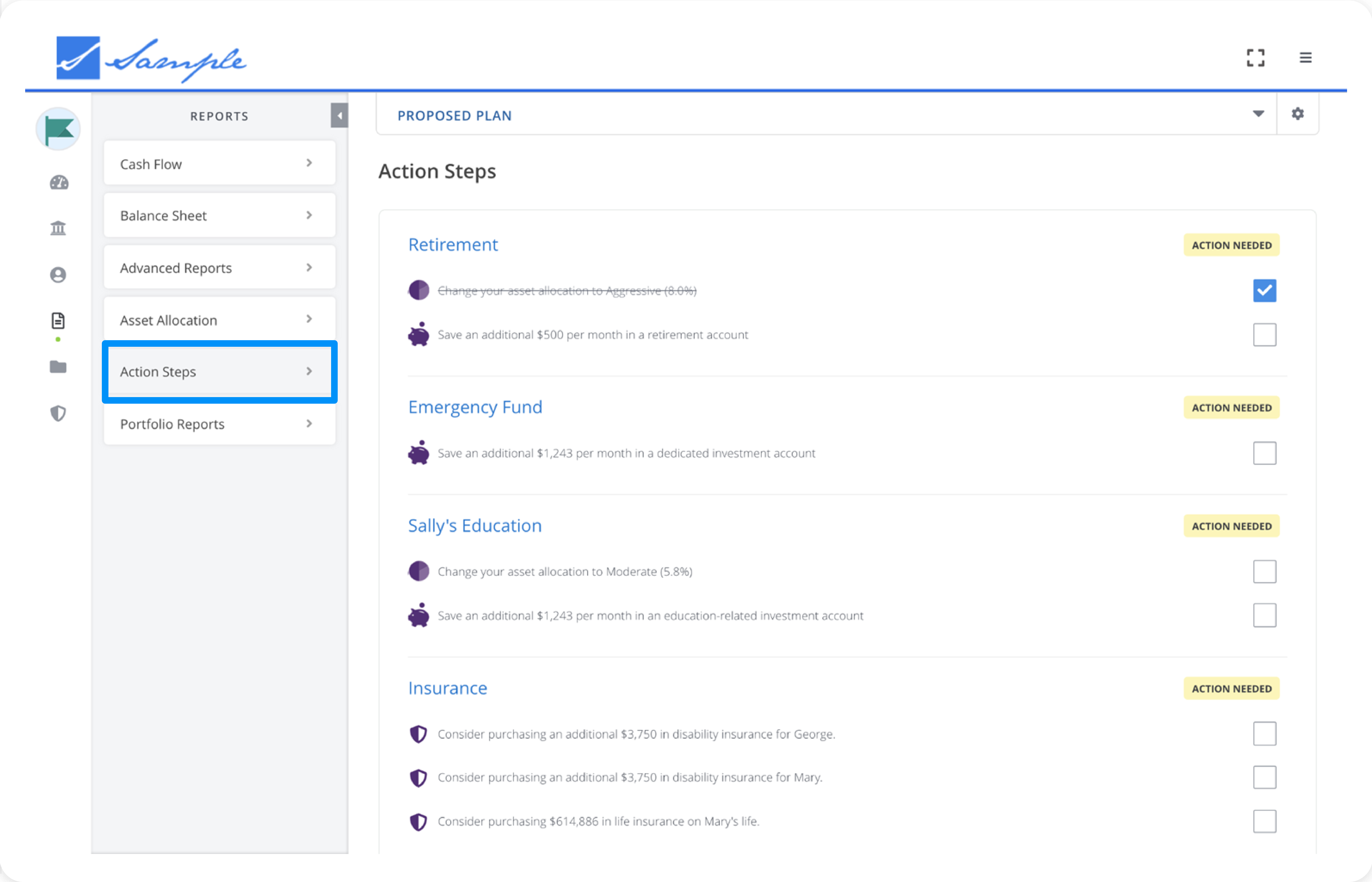
Take me to my plan

Add another goal

Let's talk!

Presenting the Plan

Reports


REPORTS
Cash Flow
Balance Sheet
Advanced Reports
Asset Allocation
Action Steps
Portfolio Reports
PROPOSED PLAN
Action Steps
Retirement
ACTION NEEDED
~~Change your asset allocation to Aggressive (8.0%)~~
Save an additional $500 per month in a retirement account
Emergency Fund
ACTION NEEDED
Save an additional $1,243 per month in a dedicated investment account
Sally's Education
ACTION NEEDED
Change your asset allocation to Moderate (5.8%)
Save an additional $1,243 per month in an education-related investment account
Insurance
ACTION NEEDED
Consider purchasing an additional $3,750 in disability insurance for George.
Consider purchasing an additional $3,750 in disability insurance for Mary.
Consider purchasing $614,886 in life insurance on Mary's life.

Presenting the Plan

Compare Plans

- Select several proposed scenarios you created in the plan.
- Present the differences to clients on a single page
- Review the differences between each – retiring at different ages, spending, asset allocation, social claiming, etc.

Compare Plans

2 Plans Selected

	Current Plan	Proposed Plan
OVERVIEW		
Total Net Worth at Retirement	$548,910	$619,034
Total Net Worth at End of Plan	$118,929	$85,851
Funding Account Status	Funded	Funded
Probability of Success	99%	23%
KEY ASSUMPTIONS		
Retirement Age	65 / 65	58 / 58
Life Expectancy	95 / 95	95 / 95
Living Expense	$48,000	$48,000
Additional Savings Per Month	$0	$0
Earmarked Assets at Retirement	$548,910	$619,034
ASSUMPTIONS		
Social Security Filing Age	67 / 67	67 / 67
Total Lifetime Social Security Benefits	$3,548,024	$3,548,024
Inflation Rate	2%	2%
Pre-Retirement Asset Allocation	Current	Moderate
Pre-Retirement Rate of Return	1.3%	5.0%
Pre-Retirement Standard Deviation	0.42%	7.03%
Back	Select This Plan	Select This Plan

Available Resources

Search for these articles in Orion Support!

- How to Build a Financial Plan in Orion Planning
- How to Customize the Client Portal
- Orion Planning Settings
- Client Portal Mobile App Overview

Sources

Slide 4

1. Source: https://www.inc.com/justin-bariso/20-years-ago-jeff-bezos-gave-an-interview-detailing-amazons-killer-strategy-and-its-absolutely-brilliant.html#:~:text=%22But%20I%20believe%20that%20if,'re%20trying%20to%20do.%22

Slide 5

1. Smartkarrot
2. Emplify
3. PWC
4. Source: Gartner customer experience research summary. Customer Experience Primer for 2016.

- **Slide 11**

1. Source: Gartner customer experience research summary. Customer Experience Primer for 2016. Bain & Company - 80% and 8% of will complete on Client Experience.

Slide 13

1. Source: Yastrow, S. (2010, January 1). Brand Harmony: Achieving Dynamic Results by Orchestrating Your Customer's Total Experience (1st ed.). SelectBooks.

ORION