



January 2012

Is your firm behind in leveraging mobile technology and social media to enhance your client's experience?

In this three part series; Investit Intelligence will analyze and discuss opportunities for your firm to prepare and succeed in enhancing your client's experience with mobile technology and social media. Find out what other investment firms are doing and how your firm can be successful with these new technologies.

Part III: Social Media - Amplify Your Communications

As the investment industry changes and the demands and expectations of clients shift, financial services firms will need to engage their clients in new and meaningful ways.

Social media includes any technology that offers a community model where the primary focus is on user-generated content, connections and conversations. This includes wikis, forums, public social networking sites, blogging and micro blogging (Twitter), as well as audio or visual sharing sites. The focus is on engagement and fostering a community of individuals who represent the human face of a company or organisation.

Today, social media is ubiquitous in the public sector and its popularity has fuelled a new era in global business communication. As social media has bled into the commercial lexicon it has introduced unprecedented transparency and engagement with clients and prospects in many industries worldwide. Yet, the investment management industry has been slow to adopt social media preferring to wait and see which technologies emerge and watch how other investment firms are leveraging various formats. But, times are changing and a survey conducted by Investit in October of 2011 revealed that 90% of investment firms expect to adopt social media capabilities to enhance their client experience and 13% of asset managers now see social media as a key element in their marketing strategy. This is a major swing in perspective from 2010 in which 70% of firms were not considering adopting social media.

Opportunities

One of the key characteristics of social media is that it is an interactive communication channel that facilitates open, transparent conversations. It forces a firm to shift their focus

- From selling to engaging clients,
- From launching large campaigns to issuing targeted more refined messages to recipients and,
- From limiting a firm's access points to being accessible from many venues.

These shifts can have a powerful influence on how a firm is perceived by clients as well as

Leveraging New Technology

On January 18 at 1:00 EST join Investit in our webinar on the topic.

[Register for this event](#)

Part I: Leveraging New Technology: Are You Ready? (December 14, 2011)

Part 2: Mobile Technology: The Inflection Point (January 4, 2012)

Part 3: Social Media: Amplify Your Communications (January 11, 2012)

About Investit

Since 1998, Investit has helped investment firms increase profitability by leveraging our unique investigate, assess, and achieve methodology. The Intelligence program is the investigate component of the methodology.

Spring 2012 Intelligence Topics

Data Management: The Journey Continues

This research focuses on the current state of data management among investment managers and third party administrators and will identify how firms need to prepare for the future impact of new technologies, increased demands, and the exponential growth in data volumes.

Building Your Business Efficiently

This research identifies practical methods for improving operational efficiency based on current practices among investment managers. We will specify key indicators for measuring your capabilities and optimizing your operations to support growth and new business initiatives.

For More Information Contact

Jackie Alvarez
+1 617 484 2168
jackie.alvarez@investit.com

90%

Of investment firms expect to adopt social media.



what types of information their firm captures about their clients and prospects.

- Prospects and clients have additional communication forums and methods to review products, learn about new offerings, participate in events, ask questions or resolve issues with the firm's representatives.
- Investment firms have the opportunity to understand more fully the types of activities their clients are interested in participating in. As a result, the firm can serve up specific programs or market specific opportunities based on the characteristics and activities of the client and have a higher adoption rate.

Ultimately, social networking enables the investment firm to create a more client centric strategy and enhances the firm's ability to understand their clients more closely and garner increased loyalty.

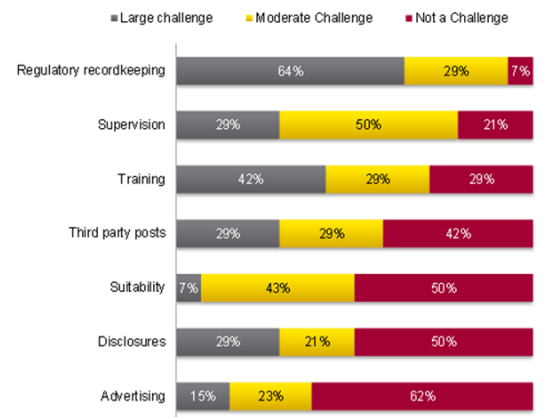
Challenges

Though these new communication technologies are increasingly popular, investment firms remain sceptical that social media provides any significant competitive advantage. Like the internet, email and electronic reporting, most firms believe social media will be an expected feature, not a differentiating one.

For the organizations that have been slower to adopt social media, the primary reasons cited are potential risks in exposing themselves to public scrutiny, and adhering to regulatory requirements. Beyond regulatory issues, the following challenges are most frequently highlighted by investment firms using social media to support the client experience:

- Funding
- Data and intellectual property security
- Monitoring abuse and activity
- Calculating ROI
- Managing the changing landscape of technology and social media venues
- Exploiting the value of social media insights
- Managing the fallout from unhappy clients who turn against your firm

Chart 12: Primary regulatory challenges in using social media (2011)



Source: NCSA, 2011

The Future

With the wide variety of communication tools under the social media umbrella, firms discover that different social media tools can be applied to foster improvements in client interaction, marketing, sales as well as internal productivity and collaboration. Are all forms of social media appropriate for all investment firms? Absolutely not, and firms need to adopt capabilities that align with their firm's culture.

As we move into 2012, investment firms will increasingly find themselves at a decision point: continue with the historical methods of interacting with clients or expand their communication channels and engage specific client channels through the new social mediums. We have entered the age of open communication, engaged dialogue, and increased transparency and social media offers the potential for gathering enormous insight into the perceptions of clients and prospects. If investment firms do not engage in social media communications, even just listening to how their firm is discussed, they cannot participate nor manage the conversations that are being held without them. Additionally, as social media becomes increasingly adopted as a mainstream form of communication, investment firms that choose not to adapt to the new culture may be at an increasing disadvantage as their clients slowly build personal relationships with their competitors.

Join Investit.Intelligence for 1 hour on January 18th at 1:00 EST (12:00 CST, 10:00 PST) for our review of how your firm can prepare for *Leveraging New Technologies to Enhance the Client Experience*.

[Register for this event](#)

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