NEWS

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Econiq launches Next-Gen Meeting Technology for Financial Advice at T3 in Denton, Texas

The Conversation Hub® = New technology to fill the meeting experience gap

Denton, TX (May 2, 2022) – Econiq announced today that its All-in-One Meeting Space for Virtual Financial Advice, The Conversation Hub®, is now available for advisors of all sizes. The solution has added an exciting new designer feature allowing advisors to quickly and easily create visually engaging on-screen meetings. The entire financial advisor market can now truly take control of their own meetings.

A Gap in the Market for a Meeting Experience Technology

Econiq's CEO, Jim Callan said: "We saw a gap in the financial advisor technology market. Meetings were taking place virtually but there was no technology to easily run that meeting, deliver great advisor and client experience, and ease the administration and compliance burden." The Conversation Hub can do all of this. As Bob Veres noted in May 2022's *Inside Information,* it's "a new program that you never realized you needed – until you see what it does".

Many advisors run their meetings on Zoom or Teams, have a standard PDF or Powerpoint presentation and an app to record meeting notes – so they believe that their meetings are "all set." While much of this is new technology compared to pre-Covid in-person meetings, it still falls well short of a positive meeting experience for both the advisor and the client. Clients can find it difficult to follow financial advisors during meetings and the appropriate level of human connection is lost. Advisors often have to juggle multiple systems during the meeting meaning that attention is diverted and conversations with clients do not flow.

Callan notes that although advisors are now used to sharing their screens, there isn't enough attention paid to making what is on the screen visually engaging; the company's strapline "Make Your Screen Worth Sharing" emphasizes this. Outside of the meeting itself, hours are spent on meeting preparation, follow-up and entry to other systems.

The Conversation Hub is the world's first comprehensive meeting experience platform for financial advice. Econiq believes that it is now an essential element of every advisor's technology stack.

Feature-Rich Solution

The Conversation Hub allows structured meeting templates for different types of meetings to be easily clicked together, edited and then used to run the actual client meeting. Clear agenda items, reminders, seamless integrations with other systems, along with the advisor's own branding and collateral make for an organized and professional meeting, allowing the advisor to really focus on the client's concerns. Client input can be added directly as a note on the relevant item as the advisor clicks through the various elements of the meeting. Even better, all of the items discussed at the meeting are automatically tracked and a PDF with the advisor's branding is produced for emailing to the client. Meetings are scored for quality and consistency, producing a Connection Quality (CQ) score which can be tracked by meeting type, advisor, or team and helps to drive continuous improvement.

The solution uses a unique color-coded structure which helps to sequence the meeting and define the cadence. This color-coding visually signposts the importance of specific meeting items and the feedback from existing clients is that this really helps them to ensure client engagement.

This feature-rich solution was originally developed for in-person and call center banking conversations so it has a long track record of consistency, compliance, and customer service. Econiq realized that the financial advisor market needed this type of solution and added expert financial advisor content, the ability to incorporate the advisor's full brand materials and the click-together meeting designer.

Chief Client Experience Officer, Stephen Blake, noted that "our enterprise-grade technology is now accessible to all financial advisors, allowing them to run meetings that deliver unparalleled client and advisor experience." Advisors who want to get back to in-person meetings will be happy to know that The Conversation Hub works equally well for those.

Advisors Encouraged to Try it Out

The Conversation Hub will transform meetings and deliver incredible value and time savings. Easy to use and very quick to set up, Callan assured advisors that once they make their screens worth sharing they won't look back. Advisors who would like to find out more, see a demo or to sign up for a free trial can go to www.econiq.com, call 781-222-5970, go to kiosk K5 in the T3 Advisor Conference (May 2-4, Embassy Suites in Denton, Texas), or go to booth 215 at the NAPFA Spring Conference (May 5-6, Omni Atlanta).

About Econiq

Econiq has retail banking and advisor clients throughout US and Europe. The Conversation Hub was originally developed for frontline banking staff and recently added key functionality to allow it to serve the financial advisor market. The company has been granted US and European patents for The Conversation Hub. The core Econiq team has deep experience in banking and financial services, having developed the world's first multi-channel java banking solution in a previous company. Learn more at www.econiq.com.

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