

5 BEST PRACTICES FOR GUIDED ADVICE

Here are five things we found to be very important for the success of implementing Guided Advice for your organization.

1

Hyper-agility

Make sure you can instantly adjust rules and numbers that define your advisory framework.

Business specialists define the rules

Not the IT department, but the business specialists know how rules interact, and how they should behave. Make sure they can define the rules using low-code technology.

2

3

Persuasive copy

Use nudging theory to draft persuasive copy. It can increase your conversion with 30%.

Data enrichment

Enrich your data by connecting to the client, by sourcing data and by self-generating data through extrapolation and calculation.

4

5

Scalability

Guided Advice increases Customer Lifetime Value and the Customer Life Cycle. Make sure your system can grow with your portfolio.

Done right, Guided Advice is a great way to warrant compliance within larger organizations. It can create a lot of customer satisfaction and increased revenue. But the most important part of it is how the people react to it. So also take this bonus suggestion to heart.

Include your advisors in your project.

Make sure they understand the value of the project for their clients, the organization and themselves.

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