



SIDEDRAWER™

Case Study

Meet Tucker Mooney from Dewdney&Co, Part II

Becoming the Hub



+ Dewdney&Co.

This is Part Two of a two-part series on Dewdney&Co and their partnership with SideDrawer.

What is Dewdney&Co.?

Dewdney&Co is a financial planning firm that services retired individuals, pre-retired individuals, self-employed professionals, medical practitioners, and professional athletes, assisting them in estate planning, divorce planning, employee or executive benefit planning, small business financial services, ethical investment planning, tax planning, and much more. The firm prides itself in being a well-rounded financial firm that can address a variety of clients' needs.



Who is Tucker Mooney

Tucker Mooney is an Advisor Support Associate and technology administrator at Dewdney&Co. Tucker coordinates with all of Dewdney&Co's clients, corporate partners, trusted professionals and internal teams to ensure there are no bottlenecks in the firm's processes or operations. He is also responsible for setting up any preliminary information sourcing that's needed for the client's onboarding meeting with Dewdney&Co's Founder, Christopher Dewdney. Interestingly, the role is more focused on technology than previously anticipated.

Dewdney&Co's Challenges

Before implementing SideDrawer, Dewdney&Co utilized a number of online-based platforms - all of which were single-purpose use for the client. The investments platform was occasionally used by clients for accessing statements and balances, the insurance platform was rarely used, and the majority of the communication around group benefits was done via email.

"There was no synergy between any of the platforms," said Tucker. "We have a lot of other people that work around us, such as case coordinators for all these different specialists. If we wanted to share anything with them, we'd have to physically download that document from our CRM onto our computer, and then transfer that via email to one of these people to share that information. Transferring these documents back and forth was not a good system, everything was scattered. It made our work a lot more complicated and tedious.

In addition, the pandemic dramatically increased email usage for regular correspondence between the firm and clients.

With rising incidences of cyberattacks, the firm became very concerned about the exposure that email-based communication had. The firm was particularly concerned about data fraud, exposure and business liability, given the vast amount of sensitive information they are exchanging with clients

"We have to ensure we provides means to mitigate this risk," Christopher Dewdney said.

This is one of the biggest reasons why Dewdney&Co needed a secure collaborative communication platform like SideDrawer. Tucker understood such vulnerabilities all too well, agreed that this was a growing problem that needed to be addressed.

"To draw on an example, we had an elderly client whose relatives had recently passed away and we were sharing investment documents with them over email," Tucker explained. "And if we wanted to share it with the lawyer, we'd have to just send it directly to the lawyer over email. It wasn't wise to be sending this information back and forth over email, especially something as personal as this. We didn't think it was sustainable in the long term. And we were very concerned that the volume of interactions we had with clients and their professionals was only increasing the likelihood of a breach at some point – and we were putting ourselves in a really vulnerable situation. It similarly applies to insurance, where we have a lot of death claims – which are especially sensitive, so anything like that sending it over email is a disaster waiting to happen."





The Solution

"Now our entire structure is completely different," said Tucker. "Every time we meet a new client, a new prospect, a new lead, we onboard them onto SideDrawer. We explain that this helps protect them and mitigate cyber risks, and clients understand the benefits of taking this approach. Clients are automatically leveraging SideDrawer whenever they have to share, collect or exchange information with other professionals.

SideDrawer has become our central hub – where clients associate the platform with our brand. We are the central and secure repository for their highly sensitive information and files, where everything is accessible.

The fact that we have our profile photo with all our contact information readily accessible, makes the client experience extremely smooth and intuitive. We have clients initiating emails and booking meetings right through the SideDrawer platform and it has streamlined our workflow, reducing time spent on basic tasks, significantly.

Tucker noted that getting clients and their lawyers on board with SideDrawer has offered quite a bit in terms of added security and more effective collaboration.

I'm a big fan of the product, I'm on it every single day. The platform is excellent, simple, very easy to use and couldn't be happier with it. Especially when we're taking a deep dive on financing planning and a massive data grab with a lot of personal information, it's the best way to do it. Hands down.

Simple Implementation

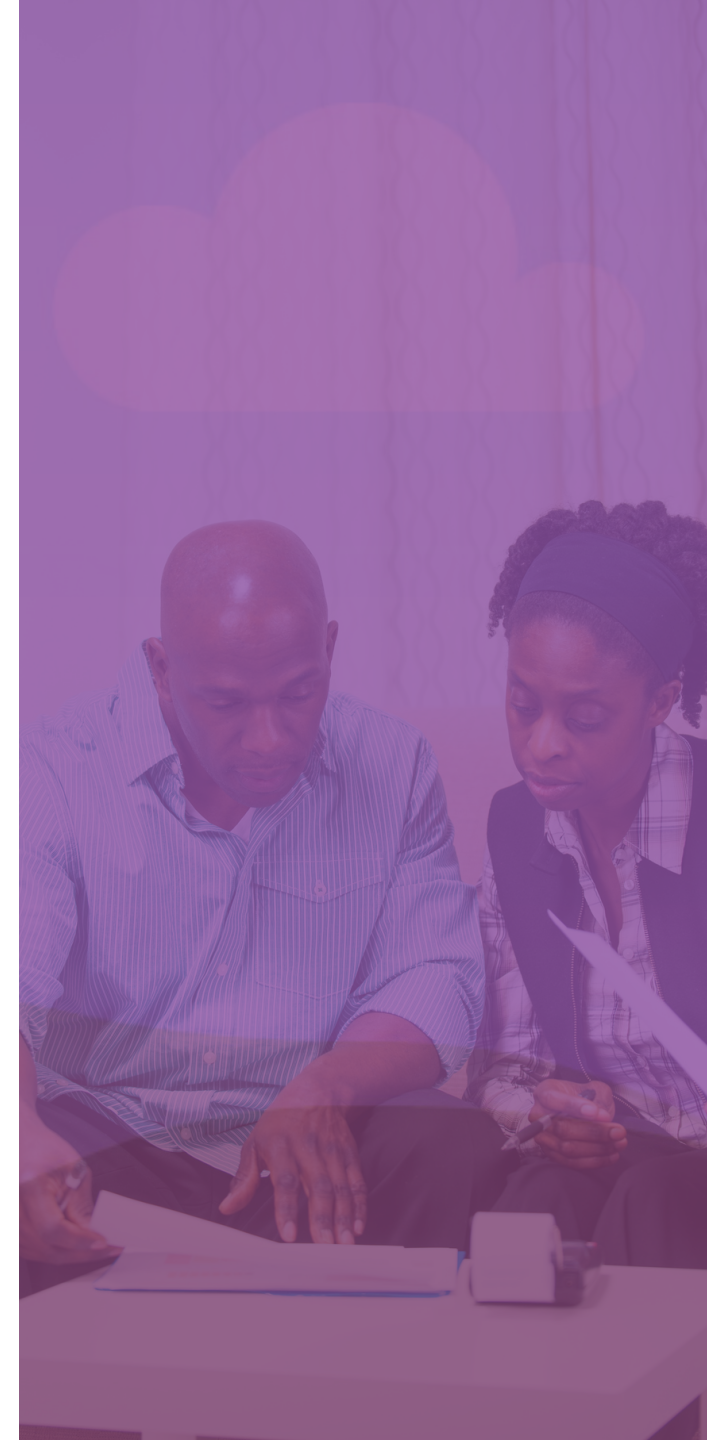
For a product that has become a critical hub for Dewdney&Co's practice, the implementation was very straight forward – from onboarding to usage. The cloud-based SaaS web and mobile based applications are easily accessible, completely branded with the firm's fonts, colors and style, and the intuitive design allowed to create the ideal client environment.

For clients, it's become a rule for our practice, and it's not optional.

The team considered onboarding all their clients into the platform right away, then realized that it would not have the desired effect. As a result, they decided to introduce it for every new client, and when opportunities arose to engage existing clients for a specific reason – requests for information, asking for statements etc – they were introduced to the SideDrawer platform as part of the new process. For clients, it's become a rule for our practice, and it's not optional.

“It's actually an easy explanation to clients – for us it's a risk management issue, and for them, it's protecting their own private sensitive data. Since it's so easy to use the system, with our own light support and SideDrawer's excellent support, there really is no reason for our clients not to embrace it.”

In addition, the team was able to configure the environment to create a preferred client experience – from the user's experience at login to functionality within the platform.





Creating Optionality

Tucker note that there still is tremendous “optionality” with the platform, whereby they can incorporate more of the enhanced features into their workflow. In particular, the collaboration is an aspect that will be incorporated more into their practice, given the reliance on external professionals for data and documents.

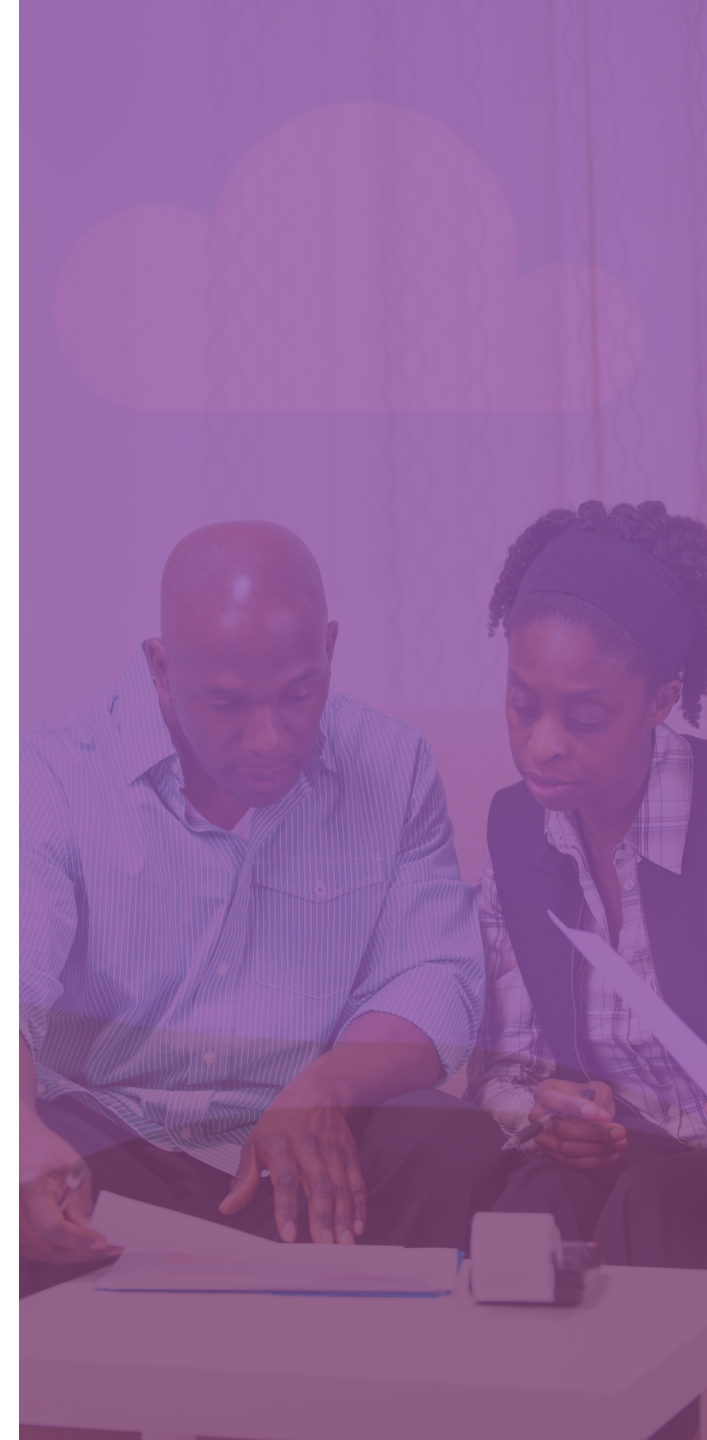
For example, “we had a client who wanted us to share some investment information with their lawyer. Instead of us sending an email to the lawyer, which we’ve done in the past, we simply added them as a Collaborator to the client’s SideDrawer. The client was thrilled that it was done within a couple clicks, and it saved us time from crafting an email, locating the attachments etc. We are always looking for ways to maintain a high quality of service, but with as much efficiency as possible.”

Service and Support

Tucker also mentioned how much SideDrawer's customer support has helped them implement the platform at Dewdney&Co.

"I would say the service is excellent," said Tucker, "When we first started, we had natural questions around configuration and settings etc – and we were able to get them addressed right away. It was an excellent introduction. Anything that we have had a question about has just been a quick email or a quick message within SideDrawer's chat support, and we'd have a response right away. So I think this goes back to that reliability, where the service on the back end is excellent."

"Since the platform is our client hub, the service and response experience we have is important because it's the same white-glove service that our clients will experience when and if they reach out with any support inquiries."





SIDEDRAWER™

What is SideDrawer?

SideDrawer is a cloud platform that provides financial advisors and individuals services to ensure online document sharing security. It is designed as a physical filing cabinet but with amplified safety. As a result, it benefits organizations and their clients by reducing expenses, time, and resources.

SideDrawer is the perfect solution for organizations dealing with confidential information through email. Financial advisors can send and receive sensitive documents without the risk of forwarding them to the wrong person. Additionally, SideDrawer is protected with several firewalls to secure clients' data completely. Therefore, it is an excellent alternative for financial advisors and their clientele.

In a nutshell, SideDrawer is the solution to all documentation problems. It presents a unique opportunity to increase work efficiency using better workflow, all-in-one-place digital document storage, and virtual problem solving faced by financial advisors. This helps promote a better user experience.

Excited to know what SideDrawer can do for your business?

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