



SIDEDRAWER™

Case Study

TvH Financial

Staying Ahead of the Curve with Jim Lao and TvH Financial

sidedrawer.com



Industry:
Retirement Planning, Financial Planning

Introduction

Jim Lao at TvH Financial has always been a technology enthusiast. He's always been on the lookout for ways to improve various processes for his firm in order to provide a better customer experience. An industry veteran with over 30 years of experience, Jim knows that if you're not staying relevant, you run the risk of being left behind by clients that are looking for a more streamlined and secure relationship.

Jim and the clients of TvH were delighted by how much easier it was to work together when using SideDrawer, compared to the company's previous way of doing business.

A hand holding a pen over a document with a line chart titled "Statistical Charts Last Year Earnings". The chart shows a fluctuating line with data points. The background is a purple gradient.

The Challenge

TvH Financial is more than just a financial and retirement planning firm. They're also a one-stop shop for all of their client's needs across accounting, legal, investment planning, and mortgage brokerage services. Jim and his team pride themselves on providing an excellent experience for their clients, most of whom are referred to TvH through word of mouth. First impressions are always important. And for Jim, that means being able to collaborate smoothly with clients on their most sensitive information.

As a long-time industry veteran, Jim has seen the implementation of a variety of different tools and processes used to capture and distribute sensitive and important client data. As a forward-thinking financial services provider, Jim has long since moved away from the physical paperwork that is still fairly common with many firms. After moving away from the binders and photocopies, Jim tried a few standard email and cloud storage options from companies like Microsoft, and found the processes involved in these solutions to be lacking. Despite its ubiquity, Jim has long been aware of the limitations and risks of using email from a security standpoint, so he attempted a more security-conscious process with Sharepoint.

Unfortunately, it was difficult for Jim and his team to administer the shared folders in Sharepoint. Invite links would often expire, thus requiring duplicate work from Jim and his team.

Jim and the clients of TvH were delighted by how much easier it was to work together when using SideDrawer, compared to the company's previous way of doing business.

It's a common struggle to get clients to provide the necessary information needed for a financial advisor like Jim to do their job correctly. In the past, clients had to chase down relevant information, find the supporting documentation, and manually input some of that information into a form.

The Simplest and Easiest Solution

With SideDrawer, Jim now has a secure way to gather sensitive information and documents from his clients in just a few clicks. The Info Requests feature allows Jim to combine previously manual workflows in order to produce a checklist of files needed, create a folder in Sharepoint, and then follow up with the clients to ensure they submitted the documentation needed to verify important information.

Over the last year, Jim has noticed valuable industry-changing shifts when it comes to how his clients interact with TvH. While there have always been those clients in certain demographics that are more comfortable with video meetings and virtual collaboration, they occupied just one segment. Other segments still preferred to do things the old fashioned way by meeting in a board room and handing over documents.

With more people becoming comfortable with virtual meetings and digital collaboration, SideDrawer's easy-to-use platform is a key tool that professionals like Jim can use to convey additional value to clients.

As an independent advisor, Jim also works with a variety of partners on behalf of his clients. SideDrawer's robust permissioning structure allows him to easily and securely share things with the appropriate parties. This further reduces the admin time Jim and his team spend on dealing with clients and other professionals, which is an important aspect of his brand.





The Benefits

Jim has seen a large efficiency gain in his ability to onboard new clients. Both Jim and his clients are impressed by how easy it is for Jim to quickly send over a list of the documents when needed, and how intuitive it is for the clients to quickly and securely upload the exact documents needed. Jim has also noticed how eager clients are to get going -- so much that they often pre-empt his invites and proactively register themselves directly, which validates the client interest in a secure platform.

SideDrawer's bank-grade security has also impressed Jim's clients. They know that they're in good hands because TvH chooses only high-quality partners to store their data. The ability to keep client data within the client's country of residence is also a key way to ensure adherence to data privacy laws and best practices.

Jim's clients also love the way that SideDrawer makes it easy for them to communicate and collaborate on the platform with features like Mobile Upload. Previously, when a client needed to send a statement, they would have to scan the sheets of pages into their computer and send an unsecured email. Now, clients can just open the SideDrawer app on their mobile phone, take a quick snapshot, and send it over to Jim.

In conclusion, Jim is always conscious of how his brand is displayed to his clients. And like any good marketer, Jim knows that every touchpoint is an opportunity to establish a better connection with his clients. With SideDrawer's branded portal, he knows that it's just one more way for him to form an even better relationship with his clientele.



SIDEDRAWER™

Want to know more about us and our services? Visit us at:

sidedrawer.com