



SIDEDRAWER™

Case Study

Delta Sciur from Financial Services Group

Making financial help easy

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We interviewed Delta Sciur, a Financial Advisor at Financial Services Group, and her client 'Mary', to learn more about their experience with SideDrawer, the way it's streamlined Delta's engagement with Mary, and how Mary has adopted the platform.

What is FSG?

Financial Services Group (FSG) is a holistic financial planning company. They offer insurance and investment management, retirement planning, financial and saving planning to a diverse clientele.

They have over 1,200 clients and manage over \$500 million in investment assets. Although their clientele varies, Delta's focus is largely around young families, beginner savers, and those with unique insurance needs as they approach different phases of their lives.



FSG – The Challenges

The main challenge for FSG has been to simplify communication with clients and make the paperwork easy and quick. Delta is very aware that it financial planning for clients is not easy, and the process can be intimidating.

Clients have to have trust and confidence in their advisor, but also need to feel confident themselves given the amount and type of information that they will be disclosing. On top of that, the excessive paperwork further complicates this process, so there is a level of commitment that is required.

In the past, the discovery process would be very time consuming, and Delta would have to send 50 to 100–page documents to their clients through the mail or email to be completed. It takes 3 to 5 business days for the mail copy to reach clients, and sometimes the document attachments are so large that they can't go in one email so have to be split up. Then they have to set up an in-person meeting to discuss and go over every document. After that, the client signs it and sends it back to FSG. If it needs revision, it is then again sent back to clients. Clients sign the new copy, send it back through email. Then she scans the papers and starts the planning process.

It takes almost a month to complete this process. However, since the pandemic, everything shifted online. So, Delta also started conducting virtual meetings, but it further slowed the process. Further, it took Delta a massive amount of time to copy re-enter information from paper to email to documents and then ultimately into the final product.

Delta also mentioned another challenge they faced was when finding out later in the process that clients forget to disclose important information – which then results in reaching back out to clients individually, which further prolongs the process and consumes resources.

The Ultimate Solution

Although FSG encounters many challenges, they have found a solution with SideDrawer, which effectively handles client information and any related engagement.

As part of her new process, Delta easily transfers the necessary client documentation to their SideDrawer, and she only has to share it with client in three clicks. This saves the time to craft an email or manage multiple permissions within her local file storage. Since FSG is a busy practice, efficiency gains allow the team to focus on more value add client engagement tasks.

Mary instantly receive a notification, and she's already very familiar with the notifications that inform her of new activity within her SideDrawer. Ironically, she appreciates the system driven notification, and knows that it's not an email that Delta spent time crafting, doesn't contain any information that she may need to come back to at a later date, or remember to reply an acknowledgement to.

One of Mary's challenges was that information received in the past would've been buried in her email inbox, so upon having to prepare for a meeting or follow up, it required a considerable amount of time to "find the right email." Now, through SideDrawer's central access, she always has it readily available, they can go over the points, and can virtually sign anything that's required.

With notifications, Delta becomes immediately aware that an action was completed, so she doesn't have to ever "wonder" if it was done, eliminating that ever-present small concern in the mind.





Significant Productivity Improvement

SideDrawer helps both Delta and Mary save a considerable amount of time that would otherwise be consumed by crafting emails, document drawing, creating and maintaining binders.

Delta says now she makes regular use of the Info Request functionality to streamline the information gathering process when onboarding new clients, or writing new business with existing clients. Furthermore, she feels extremely comfortable that the entire process is handled within one user experience, completely securely and with an intuitive interface that the client can easily manage. Clients get notified and update their information and upload any necessary documentation.

Mary appreciates the single interface, and the benefit of being able to return to it as needed. As Mary completes the Info Request, Delta receives notifications, and can continue on the work product from her side, producing the final product and delivering it into Mary's SideDrawer.

Mary tells us that she is happy with having her essential documentation on a central digital platform – which has streamlined her interactions and engagements with Delta,

as well as given her comfort that she doesn't have to worry about the location of these critical documents. Furthermore, she is relieved that her important financial documents are safe from accidental damage.

Delta's monthly financial reporting preparation, delivery and communication has become relatively easy and quick after FSG has started using SideDrawer for financial documentation.

Satisfaction Level

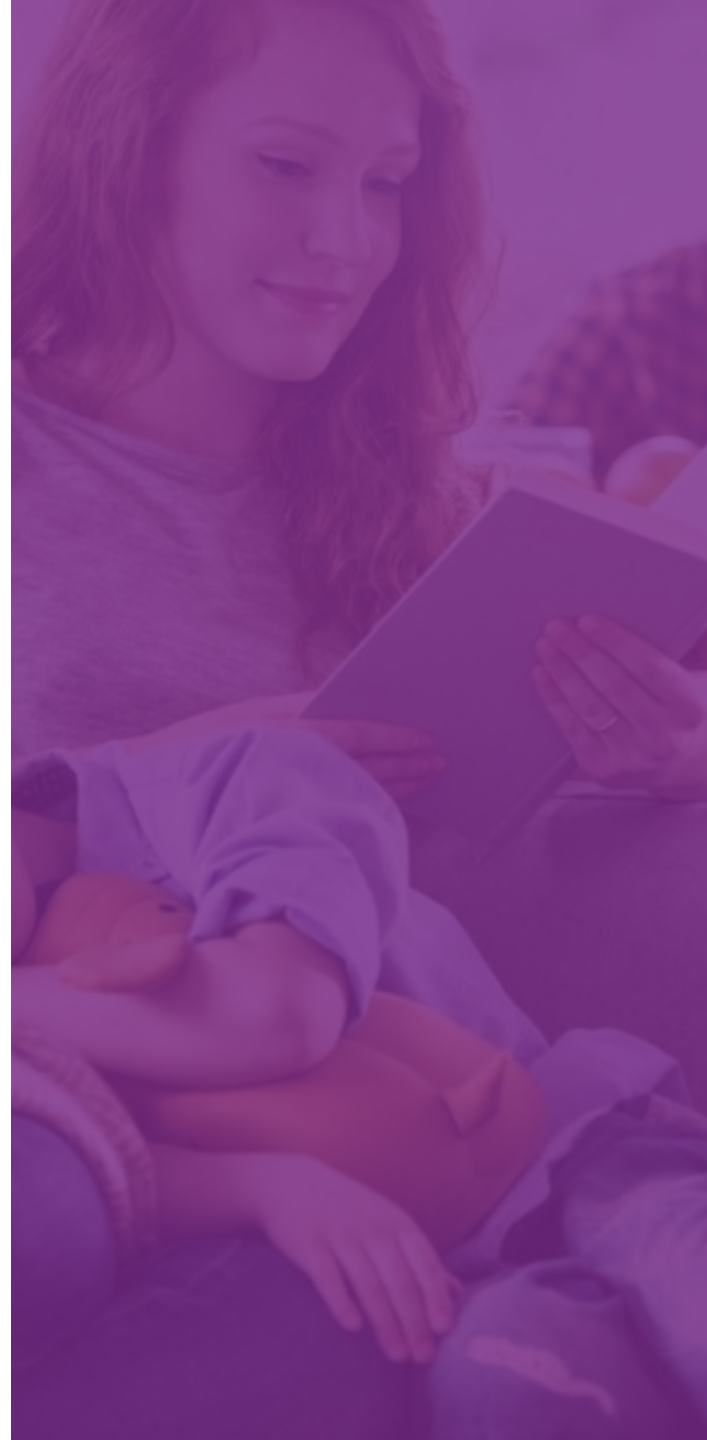
Before SideDrawer, both Delta and Mary would have been extremely uncomfortable sending personal information and attachments over email, or even through file sharing links. Also, as a practitioner,

Delta always “dreaded sending an email to the wrong address. It would be so unprofessional to have my clients wait for an email that never shows up, or the wrong client receiving information that’s personal to another.”

Now, Delta no longer has to double-check all email addresses because the platform simplifies the process, and it eliminates the accidental email risk entirely.

Delta has been encouraging clients like Mary to use SideDrawer to its maximum benefits – of storing other vital documents. This will ensure that the client can comfortably, on their own time, contribute additional documents to the platform that may help Delta at some point in the future, or even just provide comfort and piece of mind for themselves knowing that it’s in a safe spot. For Mary, the mobile app’s on-device secure scanning capability has allowed her to organize the important life documents, which does intrinsically reduce pressure and anxiety, knowing that her life’s most important items are organized.

For both Delta and Mary, the SideDrawer platform has resulted in more efficient engagement, saving each other time. Most importantly, Mary is glad that Delta’s high engagement with the platform ensures that a lot of the organizing of important documents that would’ve been left for Mary to do, will happen organically, further easing the pressure on Mary.





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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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