



How Janney built a modern, integrated and compliant digital marketing hub

In 2014, Janney's Financial Advisors had too much disparate software on their desktop, including various programs each for a different task. A new approach was needed. Janney's Marketing team landed on the idea of an integrated digital marketing hub: a single, unified place for their Financial Advisors to focus on their client engagement efforts.

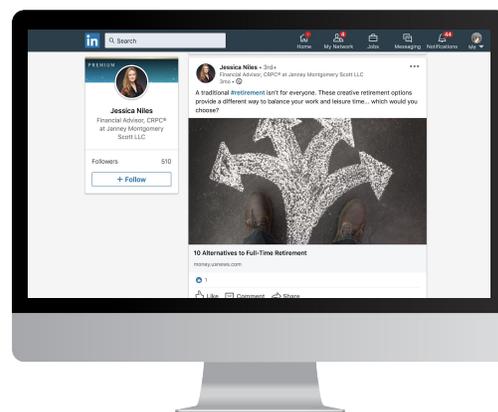
With a small team supporting different types of practitioners, Janney's marketing team prioritizes efficiency and scale wherever possible. With Hearsay, they built a technology ecosystem that was open, integrated, and coordinated.

The result is a digital experience centered around Hearsay's client engagement platform, which empowers Janney's Financial Advisors to deliver an authentic and human-client experience across compliant social media, 1-to-1 text messages, an integrated client account portal, and local websites.

Today, Janney's Financial Advisors can:

- Compliantly manage social media, text messaging, and their websites from a single platform.
- Switch or "hop" to their clients' preferred channel while seeing everything in one console. 1-to-many engagements on social can turn into 1-to-1 conversations in an instant, particularly as texting has upped efficiency with quick transactions, such as scheduling meetings
- Scale outreach via deeply integrated tools, including Janney's client account portal.

But innovation comes with its own challenges, particularly in an industry with rigorous regulatory demands. Supervising and reviewing communications becomes more challenging when Financial Advisors can engage with clients across a variety of channels. That's why it was critical for Janney's team to leverage digital compliance tools that help ensure they put forward a sustainable approach in support of the business.



"When a new client signs on, I always ask them what kind of communications they like – I often hear from clients who switch to me that they weren't getting the communication or service level that they want, which has led to them being dissatisfied enough that they looked for a new advisor."

- **Janney Advisor**

100%

Increase in advisor text message activity following COVID-19 pandemic



Compliance as a Core Strategic Partner

With the proliferation of client engagement channels, modern compliance programs need to enable and empower their teams with tools to review more effectively across the digital ecosystem. In consideration of the growth and rapid adoption of their marketing hub, Janney recognized the need to strategically aggregate advisor activity across digital channels into a single contextual compliance view.

Working alongside Hearsay, the Janney team implemented several steps to simplify the lives of their compliance and supervision teams:

- Adoption of implied consent for text messaging: the team worked together to land on an approach where consent to text is inferred, allowing the advisor to begin a conversation immediately. This drove usability and adoption for their texting program.
- A single platform for supervision: integration between Hearsay Relate and a legacy third party platform allows for streamlined reviews in a single platform for Janney supervisors.
- Threaded archiving: texts are now “threaded” when sent to the archive, offering contextual review and discovery while increasing compliance and supervision productivity
- Scaled updates to comply with regulations: fast, scalable solutions for updates across the field to meet evolving mandates. Janney leveraged bulk updates across their field websites to quickly and effectively meet Regulation Best Interest requirements.

The result of these efforts is countless hours saved for advisors and compliance, more seamless and rapid adoption of new technologies, and a deeper partnership between marketing and compliance.

2x

texting adoption after
adoption of implied
consent approach

100+

Hours saved monthly by
unifying supervision
under a single platform