

eDelivery Myth Busters

Separating fact from fiction about electronic delivery

For some clients, the value of receiving account communications by electronic delivery (eDelivery) may not be clear. They may be hesitant to make the switch because of common misconceptions. If you are facing obstacles that impact your eDelivery adoption efforts, here are facts to dispel some of the biggest myths.

MYTH	FACT
 <p>Older clients may not feel comfortable accessing financial information online</p>	 <p>Many older clients are digitally connected. More than 73% of seniors use the internet, and more than 26 million own a smartphone.¹</p>
 <p>It takes too long to enroll in eDelivery</p>	 <p>From start to finish, the enrollment process can be completed quickly. Clients can self-register in just a few clicks by selecting “Go Paperless” after logging in to their online account.² One-click enrollment—which will make the process even easier—is scheduled to be introduced in the first half of 2021.³</p>
 <p>eDelivery does not have the appropriate safeguards in place to provide secure access.</p>	 <p>With eDelivery, clients access their confidential information in a password-protected environment. Passwords can only be created and modified by the client. As a safeguard, any password and email address change notifications are communicated instantly through email with a confirmation of the change sent via regular mail.</p>
 <p>eDelivery is a fad</p>	 <p>We are living in an increasingly virtual world where solutions like eDelivery are becoming standard practices. The industry as a whole has seen adoption rates climb to all-time highs as the pandemic has continued. eDelivery is indeed the new reality.</p>

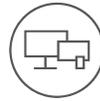
¹ Statista.com, internet usage and smartphone usage by age group, 2020

² Where applicable, enrollment can be initiated at the home office with acknowledgement by the client.

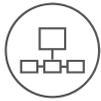
³ Date subject to change.

MYTH**FACT**

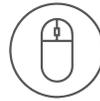
The electronic version of my clients' account statement is different from the printed version



While this may be true, electronic statement contains all of the same information available in a traditional paper statement. With eDelivery, statements are more colorful and are optimized to be read on a tablet, phone or laptop.



My clients will need to learn new technical skills to use eDelivery



If your client has a computer, phone or a tablet, and has an established online profile, they are only a few clicks away from enrolling. No new software is required. We take care of all the back-office logistics to make sure that your clients are notified when new documents are ready to be viewed.



The documents my clients need are not available for eDelivery



Pershing has an extensive roster of documents available for eDelivery. The lineup includes:

- Account statements
- Confirmations
- Proxies and prospectuses
- Quarterly performance reports⁴
- Tax documents
- Notifications and letters



eDelivery will keep me from providing my clients with exceptional customer service



You are not removed from the relationship with your clients when they enroll in eDelivery. In fact, without having to field as many requests for administrative tasks—like account statement and performance review reprints—you can strengthen relationships with your clients by spending time on more meaningful engagements.

⁴ Not available to all clients.