

ADVISOR SOLUTIONS

Promoting eDelivery

Effective Best Practices and Solutions to Common Concerns

Electronic delivery (eDelivery) provides investors a more convenient, secure and flexible way of receiving important communications.

SOME OF MY CLIENTS ARE OLDER AND MAY NOT FEEL COMFORTABLE ACCESSING FINANCIAL INFORMATION ONLINE.

- Studies have found many older investors are more digitally connected. More than 73% of seniors use the internet and more than 26 million own a smartphone.¹

SOME OF MY CLIENTS ARE CONCERNED WITH THE LENGTH AND STEPS OF THE ENROLLMENT PROCESS.

- The enrollment process can be completed quickly and the convenience, flexibility and increased security eDelivery provides are positive, long-term benefits.
- Pershing's Online Access and Electronic Delivery form makes it easy to gather the relevant information and consent from investors.

HOW CAN I FIND OUT MORE ABOUT THE IDENTITY VERIFICATION PROCESS FOR MY CLIENTS; HOW OFTEN IS IT REQUIRED?

- To learn more about the investor experience during self-registration or eDelivery enrollment, please refer to the eDelivery User Guide in Marketing Center, which is accessible through NetX360®.
- Investors only need to complete the identity verification process once.

HOW CAN I INCORPORATE THE CONVENIENCE OF EDELIVERY INTO MY CONVERSATIONS WITH INVESTORS?

- Many investors who access information online may want the same convenient access to their financial data. The simple search functionality of eDelivery makes it easy for investors to find the account statements and communications they need quickly, instead of sifting through paperwork.
- Investors can get important account information—including tax documents—without having to call your office, which is a time-saving benefit for you and your investors.

MY CLIENTS ARE CONCERNED WITH THE SECURITY OF ACCESSING THEIR FINANCIAL INFORMATION ONLINE. WHAT ARE THE SECURITY FEATURES OF EDELIVERY?

- The confidential financial account information provided via eDelivery can only be accessed in a password-protected environment—a password that an investor creates and can change at any time.
- Any changes to investors' preferences are communicated through email and regular mail. This helps to further safeguard their information.
- By reducing the amount of sensitive financial information sent in paper form, eDelivery can help prevent identity theft.

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

eDelivery Best Practices

Below are several ideas to help you explain and promote eDelivery for your investors.

HELPING CLIENTS GET STARTED

Encourage investors to establish a user ID and enroll in eDelivery for all account notifications. If you encounter an investor who has reservations about receiving communications electronically, remember:

- Investors are accustomed to eDelivery from other service providers and may prefer this option.
- Investors sign a one-time confirmation of documents that will be delivered via eDelivery.

EDELIVERY ENROLLMENT CAMPAIGN

Create an eDelivery campaign to raise awareness internally and increase investor enrollment. Ideas for success include:

- Announce the availability of eDelivery through an on-hold phone message.
- Create an incentive program for your client-facing or operations associates. Consider a one-time goal, such as enrolling 70% of clients by a certain date—or, an ongoing incentive, such as a target percentage of new clients enrolled monthly.
- Provide weekly updates highlighting the progress of your campaign by including metric-based goals.

GET THE WORD OUT

Let investors know about eDelivery availability.

- Post a message, such as “Choose eDelivery! Sign up now to receive documents electronically,” on your firm’s investor portal, social media and your home page to encourage investors to enroll.
- If your firm links to the Investor Portal from your web site, consider adding a message promoting eDelivery near the link.
- Incorporate an eDelivery slogan or image in your email signature.
- Share this document and the *eDelivery Guide* with your team to educate them about eDelivery and help communicate with investors.
- Create firm wide, pre-written pass-along emails to send to investors with top questions about eDelivery and an easy link to enroll.

FOR MORE INFORMATION

Search for eDelivery in Marketing Center on NetX360 to download resources that will assist you in communicating the convenience of eDelivery to investors.

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