

EValue

Are you ready for robo?

Your eight step checklist to setting up a successful automated advice or guidance service

Shape the foundation of the service

Before you start, you need to answer these questions. They'll help you work out what sort of service you should offer:

The commercials

- What problem are you solving for your customers?
- What areas of advice do you need to cover those problems?
- What service or products should you include now and in the future?
- How are consumers going to be made aware of your offering?

The experience

- What report will the advice process give to users?
- How can you help set the expectations of your customers achieving their goals?
- Where will the system fit into your existing customer journey?

The process

- What will the journey look like? Linear or not?
- How will you identify and measure investment risk and income risk?
- How will you factor in inflation risk?
- How can you identify the income stream a customer might need?
- Are you replicating an existing manual process or creating a new one?

Research how to implement the service

- Explore off-the-shelf vs bespoke systems
- Create a responsive site design that you can use on different devices
- Decide what questions you should ask to gather the facts you need
- Choose which countries and regulatory basis it will work for
- Define how you can use it to triage advice or guidance at the start of a journey



Things to consider:

- Can you include real-time quotes if required? E.g. annuity quotes
- How will you roll out simplified advice while minimising risk exposure?
- Where is the data coming from? Can you pull any of the data from other systems to minimise manual inputs?

Evaluate your technical needs

- Choose appropriate returns assumptions to be used in the projection
- Ensure the calculations you use allow for sequencing risk, especially for retirement advice
- Understand your data requirements:
 - Can you pre-populate data into the system?
 - How can you screen it?
 - Will it be integrated into other systems, like web chat, payments or transactions?
- Choose a platform to use for transactions
- Work out a communications plan: what will your messaging and tone be like? How will you send out comms?
- Decide how the system will be updated and maintained
- Define how to control the release cycle to meet business requirements



Things to consider:

- Do you need stochastic forecasts to more realistically show the risk of investments? Deterministic forecasts may be simple, but can result in dangerous expectations.
- What technology does the service need to be compatible with?

Check that it's compliant

Work out how the system will deal with risk suitability

- Consider the investor experience throughout
- Align the investment proposition and the risk tolerance and capacity of the customer
- Ensure you can account for time horizons

Things to consider:

- How you'll measure capacity for loss
- How are you going to educate your customers about risk?
- If consumers can retake questions – and how you'll keep track of this

Make sure it meets regulatory requirements

- Know who your customers are and understand what they're looking for
- Get the exit points and filters reviewed by the FCA
- Prove that consumers can understand the featured graphs, information and content
- Find a way to identify and verify consumers online
- Decide who will be responsible for the advice risk
- Decide what products and situations your service will support

Things to consider:

- Can users bypass any of the sections?
- What management information will be available for review?
- How will you deal with insistent customers?

Create a robust process

- Test every different outcome to ensure it's appropriate
- Prove the questions are a full and complete set that are sufficient for advice – and that they're in the right order
- See if you can fit the process within your existing advice process
- Know how many users you expect to need full advice or complete the process
- Include legal agreements and decide where to give them within the process



Things to consider:

- What due diligence documentation is needed?
- How can you show independence for the product selection?
- If you work with external vendors or partners, assign roles and responsibilities to everyone

Run the numbers to ensure it will make money for you

- Work out the expected cost for the consumer and when to take the payment
- Budget for costs like third-party support and ongoing maintenance
- Decide who will be responsible for the advice: you or a partner?

Create a user journey that has a seamless experience and support

- Test how long the process takes to complete
- Decide what support will be available to users: a chatbot? Live chat? Phone number?
- Figure out where customers will start the process and what their driver is for going through
- Plan user testing for the language and route
- Work out where users are most likely to need help: where are the complex sections?



Things to consider:

- Will you use behavioural finance in the design?
- Will you need offline support to help customers complete the process? This could be face-to-face or over the phone

Get the right team together

- List out the skills you need to deliver this proposition
- Work out what resources you need to deliver and run the service
- Decide who will design the process
- Choose your team internally – or look for an experienced partner to help



Things to consider:

- What experiences, skills and qualifications should your perfect team hold?
- What are the pros and cons of using a partner vs doing it yourself?

Identify where you need support

Go through this list of components and decide:

- What you need
- What you can supply yourself
- What you'll need a third party to help with

User interface framework	Decision tree interface	Budget calculator	Forecast planner	Single sign on security	Adviser planning tools
Calendar booking	Payment integration	Report generation	Management information reporting	Regular updates	Self-serve planning tools
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Risk suitability consultancy	Interface design consultancy	Advice process consultancy	Behavioural finance input	User testing	Investment risk profiling

Take the next step

Not sure how to tackle a section? Want a helping hand to ensure you get it right the first time?

Get in touch.

We've helped everyone from high-street financial institutions to wealth managers add digital advice or guidance processes. And we can do the same for you.

Drop us a message on contact@ev.uk or speak to your dedicated EValue account manager.

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