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Insignia Financial – shaping client experience through purpose-led innovation

Insignia Financial has sharpened its focus on purpose-led innovation, announcing a new partnership with Personetics. This collaboration will trial the use of technology to deepen personalisation, tailor information and create new user experiences to reach those who do not currently receive financial advice.

Given the limited number of Australians who currently receive financial advice, many more Australians need help and guidance to understand and manage their day-to-day finances. Insignia Financial's ambition is to provide financial wellbeing for all Australians. This includes addressing key needs such as improving financial literacy, which is having the skills and knowledge to make informed and effective decisions concerning your financial resources to reach your goals. Having a confident understanding of your saving behaviours, attitudes to debt, risk and investing can lead to an overall sense of financial wellbeing.

Renato Mota, Insignia Financial CEO commented, "Consumer financial wellbeing is dependent on a continuum of support – from a basic household budget to comprehensive financial advice. We see a tremendous opportunity to improve the lives of Australians by making help, guidance and advice more accessible and affordable. There is a clear need for bold thinking and more innovative solutions to complement traditional advice models."

Insignia Financial is the first Australian financial wellbeing organisation to partner with renowned financial data personalisation experts at Personetics to turn data into insights, and help people understand their financial situation.

Mr Mota continued, "Our ClientFirst approach is the perspective of our business by the client from the outside-in. ClientFirst has enabled us to unearth the universal need of the client: 'understand me, look after me, secure my future'. Helping clients to gain financial insight is an important step to financial wellbeing. The ongoing support for clients already includes both human and digital experiences – from phone calls and real-time seminars to website content, digital Statements of Advice (SOAs) and benchmarking tools for superannuation fund comparisons. We know there is more work to be done to make advice more available across life stages and help people improve their financial position, and we're excited by the opportunity.

"We believe innovation and technology will help us deliver advice across the continuum using various digital solutions and other channels. It's a journey to explore new territory and create alternatives, and we remain committed to supporting advisers and their clients by providing unmatched technologies and choice."

David Sosna, CEO and co-founder of Personetics said, "As a global leader in financial data-driven personalisation for financial services, Personetics is excited to partner with forward-thinking organisations like Insignia Financial to provide important personalised insights. Working together, we are creating a future where clients have better visibility of their finances and receive personalised support and guidance in everyday life to achieve their financial goals and enjoy a sense of financial wellbeing throughout life – not just at retirement."

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About Insignia Financial Ltd

Insignia Financial has been helping Australians secure their financial future since 1846. During that time, we have grown substantially to become one of the largest groups in the financial services industry.

Insignia Financial provides advisers and their clients with the following services:

- **Platforms** for advisers, their clients and hundreds of employers in Australia;
- **Advice** services via our extensive network of financial advisers; and
- **Asset Management** products that are designed to suit any investor's needs.

Further information about Insignia Financial can be found at www.insigniafinancial.com.au