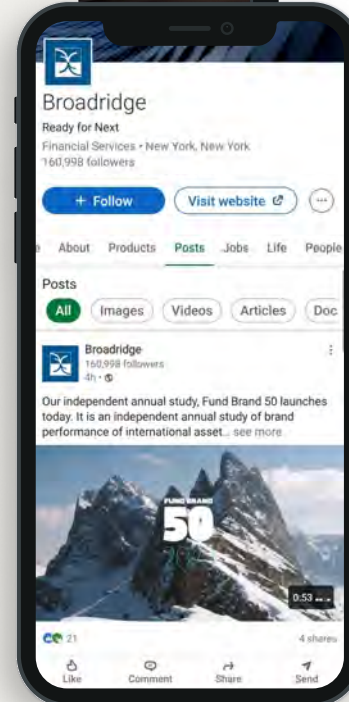
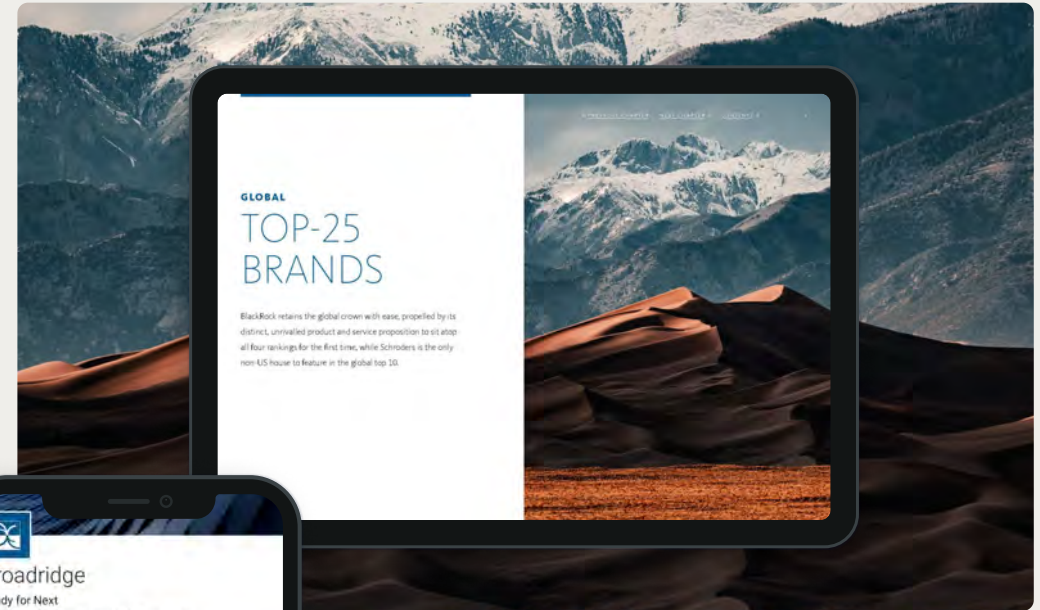


Tips to navigate digital transformation as a fund brand

Over 60% of fund brand executives believe that digital transformation is their most critical growth driver in 2022. Understand what change can mean for you and your clients.

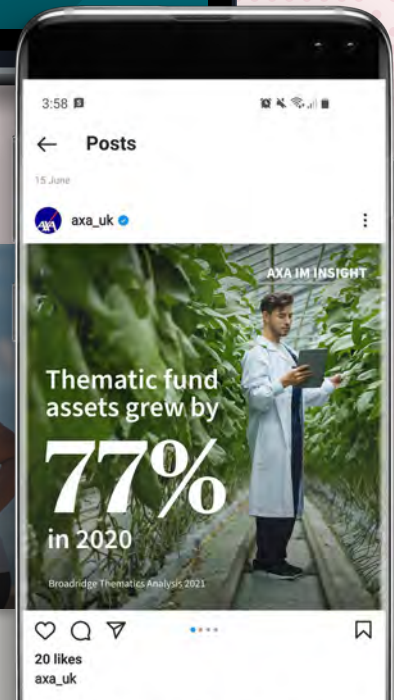
01 Optimise product clarity for the digital market

- Design a user-focussed customer experience
- Provide a cohesive product overview which encourages the sale of multiple-services
- Create a website for clients that truly answers their needs
- Publish and share your industry knowledge



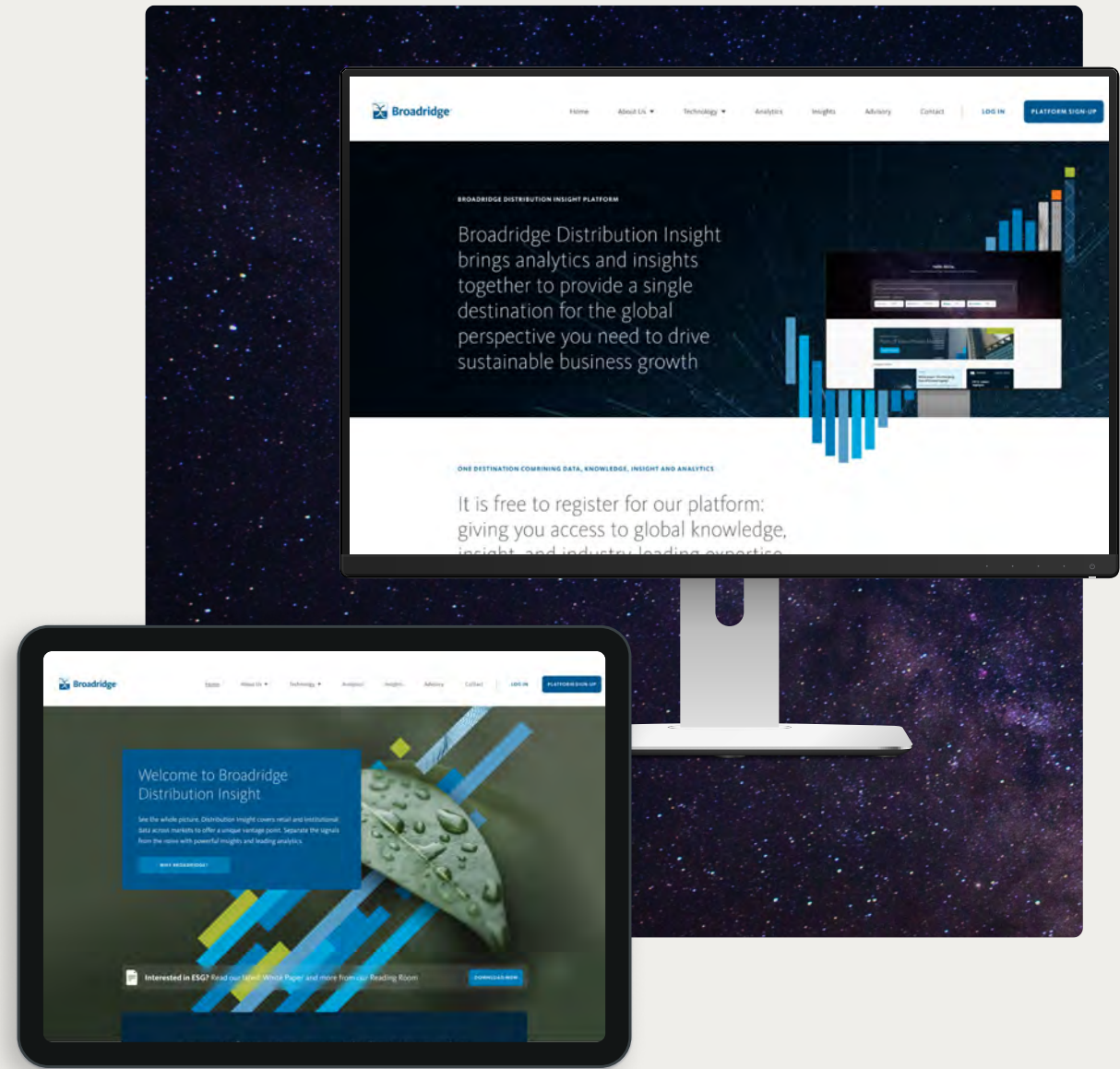
02 Engage with clients through holistic product offerings

- Devise signposting for your products and knowledge to increase client understanding
- Ensure content is properly linked to navigate users to what they want within your business faster
- Foster human connection and a personalised experience with easy contact options



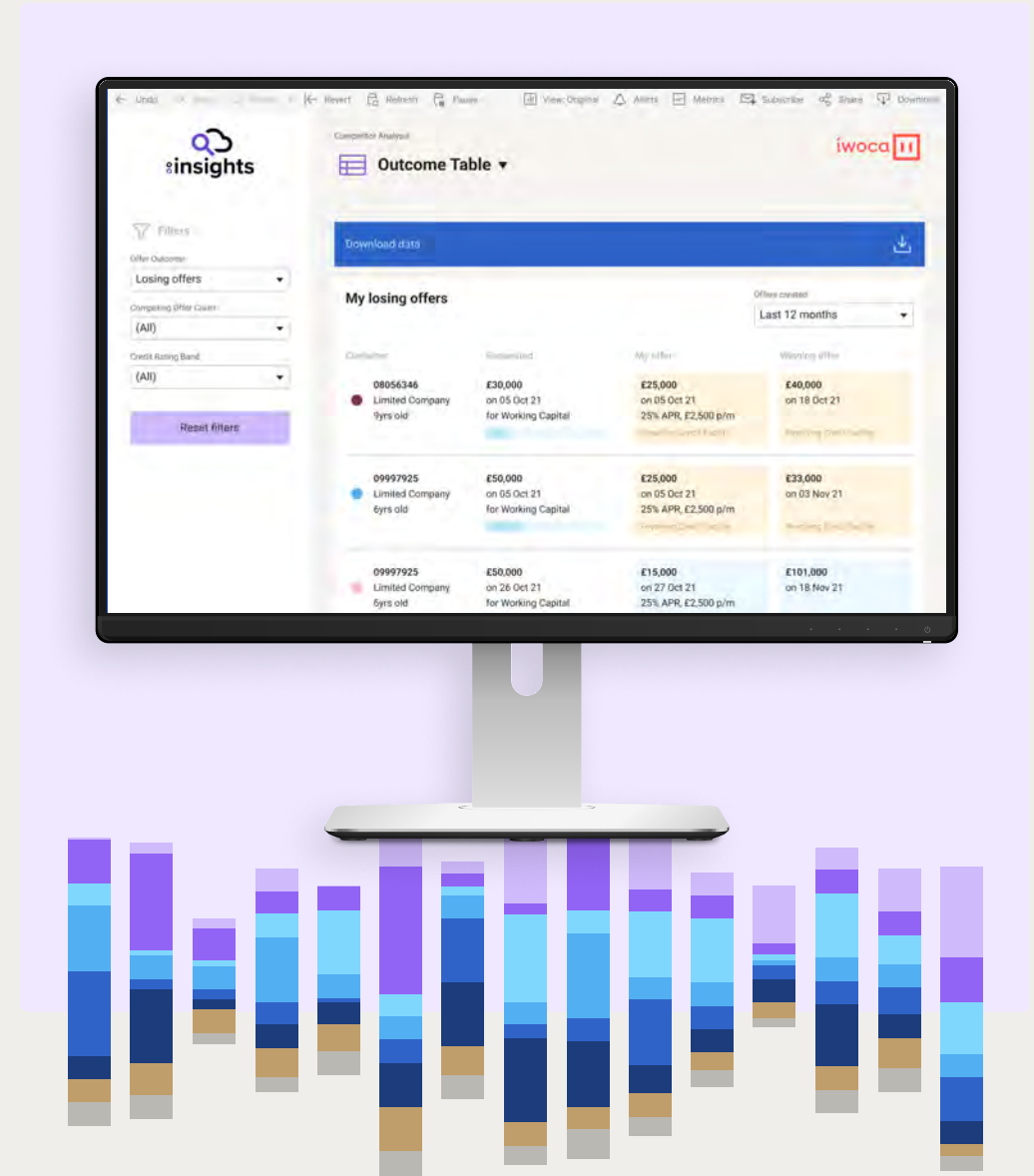
03 Build brand consistency across your product range

- Unify your language and tone of voice to work within a digital space, making your product sales-offering campaignable
- Consider your narrative through your customers' eyes. What challenges are they trying to tackle and how do you help them?



04 Share valuable insight both internally and externally

- Increase customer engagement with consistent and accessible materials and content
- Empower your team to share insights productively benefitting both you and your clients'
- Future-proof your way of working – embed digital culture with flexibility



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