

25+ ADVISER FIRM CASE STUDY BY 



# Intelliflo eAdviser champions

## TFA



### Technology as a source of competitive advantage

TFA and its managing director, Chris Glazier, believe that it is the achievement of positive client outcomes and the journey they are taken on that is key to a successful proposition. The people, processes and technology are all enablers that can deliver a smooth journey and provide a positive client experience. As a starting point, TFA has focussed most of its attention on the use of technology as an enabler for its support staff and advisers, and has not got carried away with providing digital tools that their clients do not need. This approach, which focusses on getting the basics right and embedding a core practice management system within the business, will allow TFA to build upon this foundation and develop deep and meaningful experiences for its advisers and clients with technology at its heart.



### Ongoing technology challenges

As a large business, and with all the client facing advisers being self-employed, there can often be challenges when adopting technology and creating robust, scalable processes across the firm. To overcome this challenge, it is important for firms to be able to win over the hearts and minds of the advisers and work with all users across the firm to understand what is needed to deliver a positive customer experience. TFA has introduced core standardised processes using Intelligent Office and is now starting to switch on additional digital functionality to advisers on an opt-in basis, e.g. cash flow modelling. Although TFA is excited about the ongoing technology improvements, it is quick to add that revolution should not be at the mercy of evolution where incremental improvements to core systems should not be overlooked by technology providers.



### The value of benchmarking

The benchmarking exercise helps validate the efficient nature of back office processes and provides evidence of the value that the central team provides when supporting the business results of the client facing advisers. It is hoped that the benchmarking results will further highlight the link between adviser productivity and the level of administrative support, and act as an enabler to further improve business performance underpinned by people and technology.