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Dragon Professional

Need for digital tools in financial services

For financial services firms, employing a digital-based strategy can help solve a myriad of challenges, from meeting compliance, improving customer service, to staying competitive. Is your firm ready for digital innovation in 2019?

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The adoption of digital tools in financial services continues to grow. From automation through tools like robo-advisors that help augment customer service, new applications backed by AI and machine learning, to the need to keep up with increased competition – whether that be from competitors or acquiring new talent, the delivery of financial information is being shaped

by technology.

For financial services firms, employing a digital-based strategy, especially when it comes to the less than glamorous-side of the business, financial documentation, can help solve a myriad of challenges, from meeting compliance, improving customer service, to maintaining solid business reputations.

Compliance challenges, specifically when it comes to financial documentation, is becoming top-of-mind within the industry, as recently highlighted in a [recent national survey](#). Thirty-seven percent of financial advisors who participated in the survey say they are spending 3 hours each day documenting the full details of their conversations with clients, all with the goal of mitigating risk and improving service by creating a chain-of-custody relative to the handling of client assets.

Whether information is moving in paper or electronic form, inaccurate and incomplete documentation is risky business in financial services and can extend well beyond the quality of a financial plan or report. Technology, for all its powerful possibilities, should be viewed as an additional asset to help advisors do their jobs better.

The advisor-client relationship, like all customer relationships, boils down to delivering a consistent and engaging customer experience that is built on trust. Adding a digital side to financial services in 2019 can only help to amplify these drivers.

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Improve financial documentation compliance

Lean how to boost documentation productivity and meet compliance mandates, while reducing costs and improving client service.

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About Mark Geremia

Mark Geremia is Vice President and General Manager for Dragon Professional and Consumer and oversees the product and marketing strategy for Nuance's Dragon speech recognition and documentation workflow portfolio. Mark has held various leadership roles within the Dragon business over the last decade, and with his team continues to expand Dragon's reach across enterprise, legal and law enforcement markets, transforming productivity and documentation accuracy for professional individuals and large organizations. Prior to joining Nuance in 2005, Mark held key marketing management positions at both large and small technology companies. He holds a Bachelor of Science Degree in Business Management from Bentley College.

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