

What's next



Dragon Professional

Integrating great technology with great talent in financial services

Investing in modern technology solutions not only helps financial services firms offer clients an empowered workforce focused on advancing their financial goals but is also a way to stay competitive; equipping ambitious new advisors with the tools they need to successfully and effectively do their job.

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When it comes to the hiring process, aspiring candidates aren't the only ones trying to stand out, as employers across industries aim to showcase their innovative chops in the hopes of securing promising new talent. Financial institutions are no exception, [especially as](#)

competition in the field heats up.

Like countless other industries, recruiting the best talent – those individuals that will help guide customers to make the best decisions for their portfolios – is important to success. It's for this very reason that organizations need to leverage fresh and sophisticated technology that not only best serves the needs of clients, but also to incentivize new candidates.

In fact, according to a recent national survey, financial advisors express a resounding call for technology; an astounding 93 percent of financial advisors say they'd be interested in exploring innovative technology like speech-powered solutions to help them with their jobs.

These and other solutions are welcomed tools within financial services given the obstacles they help tackle: 37 percent of advisors from the same national survey spend more than three hours each day filling out all kinds of documentation. And, as with other professions, these individuals didn't get into the business of finance to focus on paperwork.

It's not just the productivity gains that make new tech tools appealing for financial service professionals; it also bolsters client communication and service, an aspect of the job that often becomes collateral damage when advisors are buried in paperwork – we're talking nearly 90 percent of surveyed advisors admitting that heavy documentation demands limit valuable face time with clients.

By investing in modern tech solutions, financial firms can offer their clients an empowered workforce focused on advancing their financial goals, and, in turn, stay competitive by equipping ambitious new advisors with the tools they need to successfully and effectively do their jobs.

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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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