Securing the Extended Enterprise

Three Challenges of External Partner Management in the
Financial Industry — and How to Solve Them

Brand ambassadors, sales experts, and customer service liaisons. Your partner agents and advisors are worth their weight in gold when it comes expanding your organization's reach. However, stricter regulations, new data restrictions, and changing service offerings make it even tougher to ensure every member of your extended team is saying—and selling—the same thing.

At best, any inconsistency in messaging results in sub-par customer service, and damage to your reputation. At worst? Your entire company could be flagged for noncompliance, held in disrepute, and subjected to ongoing scrutiny—a permanent threat to financial worth and your organization's future. Discover how leveraging a top flight extended enterprise solution helps financial companies manage all of these challenges, and more.

Three Challenges of External Partner Management in the Financial Industry—and How to Solve Them:

New services keep you competitive.
But is everybody selling them the same way?

Challenge

New investment options and specialized financial products are key to remaining competitive in the marketplace. Yet keeping external partners "in the know" about ever-changing offerings is tough. In-person, classroom training requires extensive planning, time, and money. Worse, content is quickly out of date, crippling agents' ability to effectively sell your latest products, not to mention making compliance even more challenging.

Solution

Drive more sales (and significantly reduce training costs) by ensuring every member of your extended team has access to ongoing, on-demand training. Extended enterprise solutions enables financial organizations to deliver, track, and report on learning and development for hundreds—or thousands—of dispersed agents and franchisees.

Partner agents expand your sales territory and your reach— *and increase your compliance risk.*

Challenge

A few bad apples ruined it for everyone: investment scandals a decade ago mean regulators today expect increased transparency from all financial organizations. Yet while keeping all external agents compliant and current with record-keeping and reporting requirements is non-negotiable, it's still a giant headache, especially if you're still manually tracking credential expirations and training completions.

Solution

Stay ahead of compliance and regulation changes and ensure reporting to regulatory bodies is streamlined, accessible, and done in real time with extended enterprise solutions. Meet reporting and transparency requirements with built-in, configurable reports, and reduce fines and risk with automatic notifications to agents whose credentials are nearing expiration.

Inconsistent customer service damages both your reputation *and* your bottom line.

Challenge

Inconsistency doesn't inspire trust from prospective clients, and poor, or simply lackluster, customer service damages your reputation with current clients. Relying on multiple systems for learning, development, and performance makes it even harder to control the message, brand, and service expectations.

Solution

Leveraging an extended enterprise platform to enable uniform delivery, tracking, and reporting of training. Brand and customize portals; provide coverage anywhere, anytime; and tie learning to performance to ensure agents provide a stellar experience for all your clients at every location.

Expand your customer reach and drive revenue, brand consistency, and compliance by keeping partner agents and franchisees in the know. A suite of learning, social, and e-commerce tools, learn how Cornerstone OnDemand's Extended Enterprise for Learning enables your financial organization to easily offer training, certifications, and collaboration opportunities to your extended team—across the city or across the globe.

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