

# Global Investment Firm Leverages Allego to Accelerate Employee Ramp Time and Combat Resource Scarcity



## Overview

In the world of global finance, knowledge is everything. Markets change minute-by-minute and subtle changes in strategies can deliver enormous results. For those who deliver financial services products, maintaining consistency and excellence in their go to market strategy is a critical component of success.

For this global leader in investment management\*, consistency of messaging means both revenue growth and protecting its stellar reputation in a highly regulated industry. The company has grown to become a leader in managing money for both individuals and institutional investors for over 75 years. Today, it delivers mutual fund products and institutional strategies across a range of asset classes and investment styles. The team consists of more than 250 investment professionals and a growing network of marketing and wholesale professionals bringing broad offerings and expertise to clients.



## Getting to Market

The distribution channel for this firm's products has many moving parts. Field Marketing, Internal Wholesalers and External Wholesalers all play a role in informing prospective investors. At any given time, these employees are a mix of trainees fresh out of school, internal hires who've been promoted to the next level and experienced professionals. Each audience represents a different training challenge and vies for the same resources. "We serve many diverse constituencies," according to the Director of the Sales and Marketing Center, the organization which supports all field marketing activities. "In addition to diversity of experience, we've got teams who are inundated with information every day through emails, phone calls, conferences, social networking and chats." The Director continues, "We wanted to introduce a unique way to provide training that wouldn't just be another source of distraction, it had to add value. We found that Allego could do that for us."

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**Director of the Sales and Marketing Center**

## The Scarcity of Time and Resources

One of the biggest challenges for investment firms in general, is getting the word out about new products and training to their internal and external wholesalers. A big obstacle in overcoming this challenge is scarcity.



Not scarcity of financial resources or capital, which might drive investment gains, but the scarcity of access to expertise. Investment professionals not only manage global funds, but also serve as the spokespeople for those funds to both internal and external audiences. This means near constant travel, speaking at conferences, meeting with new potential clients and making the time to train wholesalers. “With the Allego platform, we can record an investment professional at a conference, share the video with our compliance department for review, and have it posted for viewing by all of our wholesalers within 24-48 hours,” according to the Sales and Marketing Center Director. “This means, in effect, we’ve put that investment professional in more than one place at the same time.”

The ability to capture and disseminate a presentation from an investment conference to all wholesalers at the same time helps them eliminate that scarcity of resources. The travel and time burdens on fund managers are reduced and each employee benefits from hearing the message delivered in the same way via video, which can be viewed as many times as they like.

But investment firms deal with more than just resource issues in keeping their teams sharp. On one end of the spectrum, field marketing roles are frequently filled by new employees, who need a crash course in financial services. On the other end of the spectrum, they have seasoned wholesalers joining the firm, with a depth of industry experience, but no understanding of their company’s specific offerings. In the middle are existing employees who’ve been promoted and need new knowledge, critical to expanding their responsibilities.

“Allego helps us across all of these requirements,” says the Director. “Employees can choose the content most relevant to their level of experience and the platform



allows us to keep track of who is viewing what.” The Allego platform tracks how many times content has been viewed and by whom, to understand not only who is benefitting, but just as importantly, what’s getting viewed and what’s not. Reporting allows firms to tune their content strategy toward what employees are looking for and tracking what’s most popular.

## Accelerating Wholesaler Competence and Productivity

This investment firm has seen the impact from the Allego platform in several different areas. One area is in the ramp time for internal wholesalers. “The Internet and availability of information has changed the game for how internal wholesalers come up to speed and get promoted to external wholesalers,” according to the firm. “Years ago, we’d expect an internal wholesaler to spend a year on the phone with clients answering questions and learning the ropes.” Today, many of the information requests normally handled by internal wholesalers can be answered on the firm’s website or the websites of other financial advisors. That means less opportunity for organic learning. “Not only has Allego helped us fill this gap, but by leveraging the Allego platform for training internal wholesalers, we’ve seen them move out to external roles in as little as 90 days.”

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## Encouraging Usage is Key

The more a tool like Allego is leveraged, the greater the benefit to the organization. “We’ve really focused on innovative ways of getting people to use the tool, and we’ve seen some success.” By incenting employees to “coach” others and share their expertise, the firm has gotten key influencers excited about Allego, and in turn, they’ve taken it upon themselves to share their unique knowledge via video. In addition, the firm has created a regular cadence of new content, often published on Fridays, so users know and expect fresh content and aren’t constantly barraged with new videos all the time.



The benefits of Allego can be summarized in **three specific ways**;

1

### **Accessibility**

Field employees are able to access new content wherever they are, whenever they like, when it's most convenient for them -- regardless of whether they attend a conference or event.

2

### **Manageability**

Thought leaders and investment managers are able to disseminate content across all field employees, reviewed and pre-approved by the compliance group. Content can also be tuned and created by tracking what's being viewed and determining what type of information wholesalers look for.

3

### **Repeatability**

Wholesalers can come back to a video time and time again for a refresh. The firm can manage a best practice version of a presentation and not worry about variances in how an investment professional presents at different conferences or worry about how two different professionals present the same information.

In the end, Allego makes the challenge of training a diverse and growing field team achievable by ensuring consistency of message delivery and providing a platform to capture and manage unique content.

\*this customer has chosen to remain anonymous to protect confidentiality and competitive advantage



## **About Allego**

Allego provides an intuitive just-in-time learning platform that boosts sales performance by harnessing the power of mobile devices to transform sales training and enablement through video content sharing. With Allego's mobile-first platform, organizations can create and curate the best content from the field and corporate office to better train and collaborate with distributed sales teams, without the time and expense typically associated with in-field coaching or on-site training. Users can easily access relevant, quality content, anytime, anywhere, allowing them to capture their best ideas, master their pitch and accelerate their performance. Over 10,000 global users across a range of industries have adopted Allego to improve sales success. Explore further at [www.allego.com](http://www.allego.com).