

## Link Group combines technology with Moneysoft to streamline advice to superfund members

**27 May 2021:** Responding to growing appetite for financial advice from superannuation fund members<sup>1</sup>, Link Group will combine its own market leading innovation with that of personal financial management partner Moneysoft to streamline advice engagement for superannuation fund members and advisers.

The new offering, available to all existing Link Advice superannuation clients, was built to reduce barriers in the uptake of advice by completely digitising paper-based fact find documents, auto-populating fact find modules to improve member experience, and automating data entry to save advisers time. These unique capabilities allow funds to provide personalised financial advice for every member, at a reasonable cost.

The new service, labelled *Link Advice Digital Fact Find*, will enable superfunds to configure the fact find to their requirements, engaging members in a dynamic, easy to follow digital format. The initiative builds on the step change in peoples attitude and use of digital enablement tools.

According to research conducted by NMG Consulting, the existing advice gap is set to grow exponentially in the near term, with 3.1M members seeking financial advice (up from 2.3M in 2020) and only 11,000 productive advisers available (down from 14,300 in 2020). This presents a compelling and urgent opportunity for advice providers, especially superannuation funds, to automate, digitise, and dramatically improve the scale and efficiency of their advice services.

By integrating APIs from Link Group's market leading technology and well-subscribed financial planning software through the Moneysoft platform, the *Link Advice Digital Fact Find* will significantly improve the speed and accuracy of financial advice, while at the same time capturing the voice of the member in their responses.

Commenting on the new service, Duncan McPherson, Chief Executive Officer, Link Advice, said:

*"Digital Fact Find is the best of Link Group solutions and Moneysoft products combined to better service members and clients . We've seen an opportunity to capitalise on both the increased adoption of digital platforms throughout COVID and the drive to continually improve the access and affordability of advice. The introduction of the Link Advice Digital Fact Find will not only improve member engagement but also improve adviser efficiency and compliance.*

*"The combination of new and old means Digital Fact Find could be brought to market quickly and rapidly deployed, while benefitting from years of prior testing."*

Jonathan Shaw, Chief Executive Officer, Moneysoft, said:

*"We are proud to partner with Link Group by offering the advanced fact find capability, which benefits both fund members and advisers. This technology is specifically designed to improve the completion rate of fact-finding, significantly increase the efficiency of advice delivery, and reward members by compressing the interest-to-execution timeframe. The Moneysoft team is looking forward to working with Link Advice on a number of upcoming deployments."*

<sup>1</sup> [Sizing the growing Financial Advice Gap; NMG, 2021](#)

*Digital Fact Find* is the latest in Link Group's drive for innovation in the advice space following on from the launch of Retirement Ready which again combines advice with digital capabilities. The product can be easily built onto existing superannuation platforms and scalable to the size of the fund. Available as a completely whitelabelled product, the service can be quickly implemented for superannuation funds or any similar sized fund manager.

**Ends**

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We are a global, digitally enabled business connecting millions of people with their assets – responsibly, securely and safely.

From equities, pension and superannuation to investments, property and other financial assets, we partner with thousands of financial market participants to deliver services, solutions and technology platforms that enhance the user experience and make scaled administration simple.

We help manage regulatory complexity, improve data management and provide the tools to connect people with their assets, leveraging analysis, insight and technology.

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