Exploring Financial App Advisory: Debunking Myths and Maximising Opportunities

We hope you enjoyed the insightful breakout session on Financial App Advisory sponsored by GoCardless at Xerocon Sydney 2023! Our distinguished panel of experts shared valuable insights to help you navigate the world of financial apps, debunk myths, and seize opportunities to enhance your cash flow advisory services.

Top takeaways from this session

1. **Value of Financial App Advisory:** Our experts highlighted how financial app advisory is about guiding clients in leveraging technology to enhance cash flow, optimise processes, and solve business problems.
2. **Overcoming Challenges:** We discussed how to break through common obstacles such as awareness, time, trust, and the transition from compliance to advisory. Embrace value-based pricing models and explore integrations that resonate with your clients' needs.
3. **Practical Steps:** To begin your journey into financial app advisory, start by identifying opportunities within your client base. Embrace data-driven decision-making, seek reviews, and learn from others' experiences with various apps.

Key things to do back at the office

- Start exploring the financial apps which can add value to your clients! Start with GoCardless, FundTap and Aider.

- Sign up to GoCardless. It's free to do so. Start using GoCardless with your new customers. Make GoCardless the default payment choice for any new customer. It's much easier to instruct someone at the start than to ask them to change behaviour later.

- Explain how customers will benefit by paying with GoCardless. As GoCardless has one of the highest payment success rates, customers can just set up their payment once, and then forget about it. That's one less job for them to remember, and no more awkward conversations with you if they forget.

Resources, Books, Blogs

- PayTo University - Join PayTo University and lead the account-to-account payment revolution.

- 6 ways to get your customers to start using GoCardless.

- See how https://gocardless.com/stories/mork-chocolate/