

Delivering Award-Winning Advisory Services

With Rob Pyne, Managing Director of HPH Solutions

Introduction

When you receive an award for your advisory services, you know you have a strong firm. When you receive two awards in back-to-back years, then you know you're a market leader.

That's the situation HPH Solutions finds itself in. The Financial Planning Association (FPA) recognized HPH with its FPA Professional Practice of the Year award for 2020, as well as Senior Financial Planner Zac Leeson as the Certified Financial Planner Professional of the Year. FPA also recognized HPH's work in 2019 — one more award in 2021 and it's officially a streak.

Although it's the people who ultimately drive HPH's success, technology plays a major strategic role as well. Day in and day out, the HPH team relies on their tech stack to fuel productivity and provide an excellent client experience. In particular, Practifi has helped the firm unlock its full potential and deliver award-winning financial advice.

Searching for an end-to-end business management platform

Let's go back a few years to 2016, when HPH was using a proprietary solution for customer relationship management (CRM). The platform was very capable of handling cash flow modeling, but it didn't have the robust functionality the firm needed to scale. HPH Solutions Managing Director Rob Pyne knew the firm's CRM could be doing so much more to support his team, so he set out to find a better, more integrated solution.

In addition to strengthening client relationships, any worthwhile CRM or business management platform would need to meet several criteria:



Company

HPH Solutions is an award-winning financial planning and financial advisory services founded in 2002. They strive to empower people to live healthier, happier, and more prosperous lives.

Location

- Como WA, Australia

Services

- Strategic Financial Advice
- Financial Planning
- Wealth Management

- Software built on a major technology platform that could grow with the business.
- Open API to support integrations with different systems.
- Advanced search functionality across the entire database.
- Business analytics capabilities and dashboards to assist advisors and drive decision-making.
- Good user experience and interface to spur adoption.
- Strong technical support from a reliable technology partner.

Looking over their options, the HPH team found that Practifi checked all of those boxes. In particular, they were impressed by Practifi's open API, built-in solutions dashboard and intuitive user interface.

"When we looked at all of the alternatives, Practifi was ahead of the other options in those really critical areas," Pyne said.

● Making sense of a complex technology stack

Most firms can appreciate the challenges that come with managing a tech stack assembled piecemeal over time. Even a task as simple as finding accurate account balances can become a long and annoying process as users click through screen after screen and hop across different platforms.

HPH discovered that, with Practifi acting as a hub within its tech stack, staff could extract information from the database with ease, no matter where that data was located.

"Probably the most significant benefit we've seen is how all of that information is very easily and quickly accessible," Pyne explained.

Without that usability and functionality, advisors could get frustrated with the platform and stop using it. By stripping away layers of complexity and making information readily accessible, HPH can quickly access client information when they need it most. Advisors are able to better serve their clients, resulting in stronger relationships and increased trust.

● Working together to drive future success

HPH Solutions actually took Practifi's capabilities a step further, using surveys and visualising data to build out **custom progress update** reports for every client. According to Pyne, this creative initiative, in particular, impressed the FPA judges and was instrumental in HPH winning the award for Professional Practice of the Year in 2020.

"We built out a comprehensive progress update report that's really visually appealing to clients," Pyne explained. "They love it. It's like a storybook of the client: Where they've been, where they are and where we're going with their future goals."

It just goes to show that, with the right platform and the right mindset, the sky's the limit for wealth management firms. As HPH Solutions found, the right solution offers more than just robust technology; it provides a strong lasting partnership. Throughout HPH's experience with this platform, Practifi has been right there every step of the way to provide expert guidance in bringing data to life through the report's Client Financial Satisfaction Survey and Wheel of Life.

"We've hardly left the support team alone since we started using Practifi — but for all the right reasons," Pyne said. "They help us problem solve and figure out the solutions with us. That's been fundamental."

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practifi.com

