



CASE STUDY

Defiant Services – Streamlining the Client Meeting Process with benjamin



THE DEFIANT SERVICES STORY

Defiant Services, LLC is a comprehensive financial planning firm based in Westlake, OH that provides clients with a full range of financial planning and investment management services. Defiant prides itself on being the “pathfinder, compass, and shield for clients embracing their life planning journey.” With longtime experience in financial, legal, insurance, and tax management services, Defiant provides a comprehensive in-house menu of services to create pathfinding partnerships by gauging all aspects of a clients’ life so that that they are able to live with abundance and peace of mind.

Having recently spun itself out of a major broker-dealer, Defiant has re-invented itself as an independent RIA firm. As part of that process Defiant needed to replicate many of the back-office services it once received from its prior broker-dealer. “Now that we were on our own, it became a priority to leverage technology to be able to get us out of that ‘\$25 per hour’ work,” said Aaron Vaughn, “Life Planning Pathfinder” and founder of Defiant. “Those tasks are just not the best use of an advisors’ time and with our new model, we knew that there had to be a technology and automation solution that could help.”

Particularly for Vaughn and Defiant, his process focused on periodic, “meeting surges” where he would pick several times a year to bunch client review meetings in volume to best manage his calendar and time. “The sheer effort of scheduling literally over 100 meetings at one time is actually a pretty intimidating task of coordinating schedules, communicating with clients’ back and forth, sending confirmations and post-meeting follow ups,” noted Vaughn. “So, we set out to find an automation solution and we were delighted to come across benjamin.

benjamin is an AI-driven, award-winning Business Support System (BuSS) that enables RIAs to automate much of the client journey from streamlining the prospecting process, simplifying onboarding, coordinating meeting scheduling and preparation, as well as ongoing client engagement and relationship management. The combination of these key features provides RIA firms with quantifiable and significant scalable benefits such as increased capacity, operational efficiencies, increased productivity, and client service enhancements.



Defiant Services At a Glance

Founded 2020

Entity Independent RIA

AUM \$50 Million

Primary Custodian Schwab Advisor Services

CRM Redtail

Reporting Schwab Portfolio Connect

Financial Planning Right Capital



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With benjamin, Vaughn was able to automate the scheduling of 120 meetings per surge, saving over 60 hours of time per surge. With 3 surges per year, Vaughn is saving nearly 200 hours every year just on the task of client meetings.

“benjamin has been fantastic for us,” Vaughn says. “benjamin synchronizes the meeting scheduling process by checking with our CRM to see if a meeting has been scheduled, and if not, reaches out again automatically up to 4 times, a number we set, to continue to follow up with the client to schedule and confirm the meeting.”

Vaughn appreciates the choice of communication that benjamin can send, either email or text, based on client preferences. “At first, we weren’t sure of how our clients would react to benjamin, but it quickly became apparent that most clients are more than comfortable working with a digital assistant, particularly young professionals. This group has actually positively commented that they appreciate the digital approach as they don’t want phone calls in the first place, and prefer to interact with us this way.”

“benjamin has truly become a core aspect of our business.”

— Aaron Vaughn

While Vaughn initially set out to automate the client meeting process, he is now also putting benjamin to work on getting account alerts, such as when accounts have been opened, when client funds have been transferred in, when cash balance thresholds have triggered for investing or rebalancing and more.

“The team at benjamin has been fantastic,” says Vaughn. “They are great to work with, are very responsive and have been diligent in following up on customizing benjamin to work with our approach. So, much so, that benjamin has truly become a core aspect of our business.”

ABOUT BENJAMIN

benjamin is the financial industry’s first ever business support system driven by AI which seamlessly integrates the software tools and data used by advisors and their teams to better service their clients. benjamin elegantly automates a myriad of time-consuming and menial yet imperative tasks, providing the advisor more time to foster value-added client relationships. The productivity gained by benjamin’s presence empowers firms to quickly scale their business and profitability. Originally created by a multi-billion dollar investment advisory firm, benjamin is now independent, and used by financial advisors nationwide to better serve both current and future families. For more information, visit www.getbenjamin.com



benjamin – Key Benefits

- Gain scale, efficiencies and productivity through automated workflows
- Optimize technology investments through business support system integrations and data synchronizations
- Enhance the client experience with pro-active communications and timely task completions
- Save time, money and achieve a substantial ROI
- Enhance staff roles, freeing advisors and back-office up for more client-focused activities



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