



# AXA unveils new online portal

AXA Australia has unveiled its new adviser portal, **adviserweb**.

After 5 years in development and \$40 million in investment, the new portal will make it easier for advisers and clients to transact and interact with AXA.

The new portal will be officially launched to advisers tomorrow.

AXA General Manager Digital Business, Cam Cimino says **adviserweb** is an easy and effective online experience.

“When we started this initiative, advisers were faced with prospect of using up to 20 different websites to gain access to client, product and platform information.

“The new **adviserweb** has consolidated 20 websites to 1, featuring more than 250 products & services and houses the details of more than 1 million clients.

“We’ve consolidated a range of innovative services, now accessible with a single login. Advisers now have the ability to access all their AXA client information in one place. This includes superannuation, pension, investment and insurance client data, comprehensive online transactions, functionality and valuable information that will support their businesses,” he said.

Mr Cimino said that AXA’s objective was to build an online experience that put ease of doing business at the forefront of it’s design. This was achieved through the continuous consultation with many financial advisers and their support staff, across Australia.

“The consistent theme from advisers was to find a way in which we could improve efficiency by tailoring the experience to recognise the primary relationship the adviser has with AXA and **adviserweb** delivers on this,” he said.

AXA’s **adviserweb** also allows advisers to:

- save time with a single login
- navigate quickly and easily between different client records, across various product categories, all at the same time



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- manage their business more effectively by better online functionality and reporting designed specifically for Financial Advice Practices
- get fast results with a Google powered search engine
- stay up to date with email alerts on client account activity
- simplify business processes with Summit platform and AXA's Elevate insurance applications now in one online place
- streamline the client review process by managing multiple client portfolios as one through the innovative Adviser Review Template tool customise Summit platform, AXA investment and insurance reports at client, adviser or practice level.

“Recently, we have been focussed on educating financial advisers about the benefits of **adviserweb** and today, we already have 9,000 registered users. Our objective is to increase this to over 10,000 by the end of the year”.

Danielle Avery from Neil Avery & Associates Pty Ltd has found the site to be very effective adding; “I love the new online functionality and I am looking forward to having all the information in one website.”

AXA's digital journey continues with the launch of the consolidated client website in November. This will be another major milestone, where many AXA clients will have online access to their product information for the first time.

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