

## How a \$6B+ Firm Modernized Advisor Operations with Zocks



**CASE STUDY:** After putting multiple AI tools to the test, RFG chose Zocks to automate workflows, structure client data, and scale advisor impact.



Known for their commitment to tech-forward growth and advisor empowerment, the leadership team at RFG saw a recurring challenge holding their advisors back: unstructured meeting notes, time-intensive follow-up, and client insights scattered across systems.

RFG conducted an exhaustive evaluation of AI solutions before selecting Zocks as their platform of choice. After comparing industry-specific and generic tools—including Jump, Fathom, Otter, and others—RFG chose Zocks for three critical reasons: it's built specifically for financial advisors, it does much more than take notes, and it offers a strategic roadmap they won't outgrow.



### THE CHALLENGE

#### Drowning in Data, Starved for Wisdom

For RFG, the mission was clear: free their advisors from the administrative quicksand that pulled them away from what truly matters: client relationships and strategic planning. Time spent on meeting preparation, note taking, and follow-ups was time not spent on delivering meaningful value to clients. The firm understood a profound truth about their industry: "We are drowning in data but starved for wisdom." They needed a solution that could transform raw meeting data into structured, actionable intelligence that would power the true art and science of financial planning.



We always look for ways to help our advisors stop spending excessive time on administrative tasks. These tasks detract from their ability to focus on client relationships and strategic planning. We work daily to support our advisors in operationalizing and professionalizing their business.

**Dr. Jordan Hutchison** | VP of Technology and Operations, RFG Advisory



### THE SEARCH

#### Beyond Standard Solutions

When RFG began planning their data infrastructure strategy, they cast a wide net across multiple AI platforms.



We conducted broad industry due diligence and examined various AI products that fit our intended outcomes. We evaluated several alternatives, including Jump, Fathom, Otter, and others."

**Dr. Jordan Hutchison** | VP of Technology and Operations, RFG Advisory

## While these solutions offered compelling features, RFG's rigorous evaluation revealed three key differentiators that made Zocks the clear choice:

- ✓ **Structured Data That Powers Action:** While other alternatives focus on transcription, Zocks structures meeting data for two-way integrations with CRM and financial planning systems. This means client information automatically flows throughout RFG's tech stack, enabling advisors to take immediate action rather than manually transferring notes between systems.
- ✓ **Does More of Advisors' Day-to-Day Work:** Beyond note-taking, Zocks automates the administrative tasks that consume advisors' time: filling out client forms, managing follow-up workflows, and capturing critical life events and referral opportunities, freeing advisors to focus on client relationships while providing robust analysis and key insights.
- ✓ **A Platform Built for Growth:** RFG sought a solution that could evolve with their business. Zocks' strategic roadmap and expanding capabilities provided confidence that the platform would evolve with their needs, delivering increasing value as new features launch.



### IMPLEMENTATION

#### Designed for Seamless Adoption

What impressed RFG most was Zocks' hands-on approach to ensuring advisor success without disrupting established workflows.



Adoption required zero to minimal change to the advisor's workflows or daily operations. We built many of the features before release so that it would be seamless for the advisors to have Zocks ride sidecar in client interactions."

**Dr. Jordan Hutchison** | VP of Technology and Operations, RFG Advisory

The onboarding process proved equally smooth: "Our advisors quickly accessed the system after rollout. Zocks was instrumental in training, onboarding, and resolving issues. The team's guidance and knowledge were key in fostering confidence during onboarding."

This thoughtful implementation approach paid immediate dividends in user satisfaction and adoption rates across RFG's advisor community.



### THE RESULTS

#### Less Busywork, More Focus

The impact was swift and significant.



Our advisors have been extremely pleased with Zocks. It was an immediate win for them, and they are now anxiously waiting for the next feature we are building with them."

**Dr. Jordan Hutchison** | VP of Technology and Operations, RFG Advisory

The response across the RFG community has been "exceptionally positive," with advisors embracing the platform's ability to capture client meeting data while allowing them to focus fully on client relationships.



## STRATEGIC VISION Advisor as Point Guard

For RFG, implementing Zocks has helped position their advisors for tomorrow's opportunities.



We see our advisors as the cornerstone or point guard in the client's mind. They are positioned to handle many facets of a client's life that other professionals once handled, and an AI client intelligence tool will be foundational to that ability."

**Dr. Jordan Hutchison** | VP of Technology and Operations, RFG Advisory

This vision of the advisor as the central hub of a client's financial life demands tools that can capture, structure, and surface insights across an expanding range of client needs, which is exactly what Zocks delivers through its comprehensive platform approach.



## THE FUTURE

### A Culture of Innovation

RFG's selection of Zocks reflects their commitment to industry innovation. The alignment between teams extends beyond features to shared values and vision.



Mark's team has a mindset similar to where we see the profession going. Every day, we want to be 1% better, and we want products that can move at our pace and not be fulfilled with contentment.

**Dr. Jordan Hutchison** | VP of Technology and Operations, RFG Advisory

When asked if they would recommend Zocks to another firm, **RFG's answer is clear:**

**"Yes, I would recommend Zocks to another firm. It is essential for firms to consider their specific needs and expectations of a product. They should also recognize that human capital plays a significant role in the development and direction of technology."**

For RFG, Zocks is a strategic partner in their mission to transform how advisors serve clients in an increasingly complex financial landscape.

## About Zocks

Zocks is the AI Assistant for financial advisors. The platform saves advisors 10+ hours a week by automating their meeting notes, intake forms, client emails & more. This enterprise-ready solution transforms client conversations into structured, actionable intelligence for firms of any size. Thousands of advisors use it to spend more time with clients, capture more life events & referral opportunities, and ultimately serve more households without hiring more staff. To learn more and start a free trial, visit [zocks.io](https://zocks.io) or scan the QR code.

