

Informative content to engage clients

Tarun Birani, Founder and CEO of TBNG Capital Advisors tells us how simplicity is very important in a world full noise and how their investor education sub brand Thinking Man is helping them with client engagement.



TARUN BIRANI
TNBG Capital Advisors

TARUN BIRANI OF TBNG CAPITAL ADVISORS believes that they break through the noise that is data by creating simple, easily consumable content for clients. “A lot of new investment trends are coming in, and we have to constantly understand those and keep developing content in a simple language for our clients. Simplicity is very important”

One of the major selling points for TBNG has been their extensive client engagement. Apart from constantly creating content to keep them educated and up to date on their platform ‘Thinking Man’, they do a thorough profiling of client by understanding life goals, behaviour, current requirements, and risk friendliness. This process flows from the fact that they believe each client is different and to deliver perfect service, they must understand the needs perfectly.

The process of creating this content is driven by understanding client mentality. “The most important part is understanding the pain points”. Firstly, know your client by creating a thorough profile, then put yourself in your client’s shoes to understand the pain points in order to create relevant and quality content to deliver. Birani claims that they receive regular feedback from clients about Thinking Man and that helps them keep the content relevant. All of this of course is a costly undertaking for TBNG but Birani feels that it helps them tremendously in client engagement and client education which ultimately results in improved client retention. ■