



Keener Financial Planning uses MassMailer to help meet SEC compliance regulations

BACKGROUND / CHALLENGE

Keener Financial Planning (www.keenerfinancial.com) provides a full range of comprehensive financial planning services.

Like similar firms, they are obliged by SEC regulations to send our policy documents at least once a year to all their accounts and archive for compliance purposes.

They originally used Redtail CRM for sending and achieve policy documents, but in 2017 switch to Salesforce because it had better support for TD Ameritrade which they use. Once they switched to Salesforce they realized that they had lost the functionality to send and archive attachments via the standard Salesforce email capabilities.

SOLUTION

Keener looked for a solution to send email attachments and archive directly within Salesforce and found MassMailer.

BENEFITS

Keener has found MassMailer a great tool for recording email directly in Salesforce and also in Outlook.

They are now looking to expand the use of MassMailer to support other operational processes such as client onboarding and confirmations which requires a lot of email templates to be sent and currently this is being done manually via cut and paste which is very time-consuming. Utilizing MassMailers ability to integrate with Salesforce Work Flow and Process Builder along with merge capabilities will allow support for these new use case.

According to Lauren Rose, Technology and Project Specialist at Keener Financial Planning, "Of all the vendors I work with, MassMailer is the most courteous, professional and helpful, and that is greatly appreciated by all at the firm."