

Broadridge Recognized as a Leader in Financial Services for Communications Experience Platforms and Communications Outsourcing

2024-09-17

Aspire Leaderboard placements highlight Broadridge's strength in driving strategic communications experience and direction for customers globally

NEW YORK, Sept. 17, 2024 /PRNewswire/ -- **Broadridge Financial Solutions, Inc.** (NYSE: BR), a global Fintech leader, today announced it has been recognized, for the third year in a row, as a leading strategic communications and customer experience services provider in the 2024 Customer Communications Management (CCM) to Customer Experience Management (CXM) Aspire Leaderboard™.

In the Financial Services category, Broadridge was recognized as the overall leader for Service Providers in Communications Experience Platform (view [here](#)) and as the highest leader on the Strategic Direction for Service Providers in CCM-CXM Communications Outsourcing (view [here](#))."

"Broadridge is showing its dedication to innovation in Customer Communications," noted Kaspar Roos, CEO & Founder of Aspire CCS. "The company's Wealth InFocus solution, built on the Broadridge Communications Cloud, takes an investor-focused approach that brings together account information and regulatory communications. This strategy, along with omni-channel delivery and advisor connectivity, improves the investor experience and distinguishes Broadridge in the industry."

"Our focus at Broadridge is on providing our clients with the capabilities to deliver a more impactful and efficient customer experience through digital transformation and we've married best-in-class digital engagement with low-cost distribution capabilities to create a superior omnichannel client suite of services," said Christoph Stehmann, President of Broadridge Customer Communications. "I'm thrilled we have been recognized by Aspire's Leaderboard

for our commitment to digital innovation and client experience for the third consecutive year."

The Aspire Leaderboard's assessment of the CCM-CXM industry for software, services, and solutions, offer businesses objective insight on product capabilities, solution strengths and strategic direction. Companies leverage the in-depth analysis to match their unique communications needs with providers that have demonstrated excellence.

Aspire's analysis specifically recognizes Broadridge for its leadership position in customer communications. As a trusted and transformative technology partner in the financial services sector, Broadridge developed **Wealth InFocus**, an omni-channel communications experience that drives investors to take action by consolidating, aggregating, and presenting their most important information across various account and regulatory communications, including statements, confirms, proxies and prospectuses. Through Wealth InFocus, investors can quickly and securely contact an advisor, view key account information, gain insights, and review action items and events across channels, including email, text, microsites, and print.

Aspire Disclaimer

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About Aspire

Aspire Customer Communications Services is a boutique consulting firm specializing in the Customer Communications Management (CCM), Customer Experience Management (CXM) and Customer Journey Management (CJM) industries. Through deep market expertise and global insights, Aspire works with enterprises; software, services and solution providers, and business advisories and private equity firms, to help them achieve their CCM goals. Find more information about how Aspire is helping organizations navigate the complexities of the customer communications world at <http://www.aspireccs.com>.

About Broadridge

Broadridge Financial Solutions (NYSE: BR), is a global technology leader with the trusted expertise and transformative technology to help clients and the financial services industry operate, innovate, and grow. We power investing, governance, and communications for our clients – driving operational resiliency, elevating business performance, and transforming investor experiences.

Our technology and operations platforms underpin the daily trading of more than \$10 trillion of equities, fixed income and other securities globally. A certified Great Place to Work®, Broadridge is part of the S&P 500® Index, employing over 14,000 associates in 21 countries. For more information about us, please visit www.broadridge.com.

Broadridge Contacts:

Investors:

Edings Thibault

Head of Investor Relations, Broadridge

broadridgeir@broadridge.com

Media:

Gregg Rosenberg

Global Head of Corporate Communications

Gregg.Rosenberg@broadridge.com

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