



We are
Digital advice
experts.
Ignition.

Who is Ignition?

We are an Australian business and a global leader in digital advice. We work with superannuation funds, banks, wealth managers, and insurers seeking to help more of their customers access financial advice in a fast and scalable way.

We help our clients combine the power of digital intelligence with a human touch to enable smarter, more flexible, and more secure advice delivery for everyone.

Our platform

Our bank-grade, globally data compliant SaaS platform integrates seamlessly into existing systems enabling our clients to deliver a customer-centric experience across a variety of digital advice journeys and deployment models.

Deployment models

D2C

Hybrid

Adviser-led

Advice journeys

Accumulation Journey
We help customers contribute the right amount to reach their goals

Investment Journey
We empower customers to make better investment decisions

Financial Assessment
We educate customers on their financial situation to identify their next best action

Insurance Journey
We provide customers peace of mind they're protected

Retirement Journey
We equip customers to make key financial decisions for their future

Intra-fund journey sub-sets

Our proven, highly configurable solution

A complete omni-channel offering, incorporating needs analysis, guidance and advice. You determine the advice journeys deployed.	Flexibility within and between journeys, enabling customers to pivot between a D2C, Hybrid or Adviser-led experience as their needs or preferences dictate.	Full configurability of brand and tone of voice to reflect client brand requirements.	Configuration to specific compliance rules and risk management requirements of the client, enabling a comprehensive audit and control process.
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Our customer first technology principles



Universal

Our advice journeys are welcoming and accessible, regardless of financial experience. We seamlessly connect members and human support at the right times.



Friction

We introduce friction where friction is needed. For example, when there is a potentially impactful life choice.



Human

We put humans at the centre. We start with the member – fitting into their lives and making things easy to do. For advice teams, we add tools and complexity as they need them.



Iterate, then iterate again

We educate and demonstrate the value of advice regularly, keeping members engaged throughout and nudging them towards their next best action.



Resonant

Our best in class UX provides the lowest possible cognitive load for the member, ensuring high engagement and high rates of completion. Outputs are actionable, and speak to what matters most to members.

Bring your digital advice capability to life with Ignition

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