

A Guide to Using AI to Support Better Client Conversations

AI can help support financial professionals by organizing information, simplifying explanations, and providing prompts to help guide client conversations. Use this guide as a practical reference for integrating AI into client-facing work. Start with one or two low-risk use cases, such as meeting preparation or follow-up, then use the checklists, case study, and prompts to build consistent habits that support stronger client conversations.

1. Client Conversation Checklist

Use AI for preparation and communication support. The strongest cases are the moments around the client conversation.

Financial professional moment	Use AI to...	Financial professional action
Prepare before the meeting	Summarize prior notes, goals, open items, concerns, and likely planning questions.	What requires empathy, explanation, suitability review, or follow-up?
Plan the conversation	Generate discovery questions that uncover priorities, emotions, trade-offs, and decision barriers.	Are the questions open-ended, respectful, and tailored to the client's situation?
Help the client prepare	Give the client AI prompts they can use before the meeting to clarify goals, surface concerns, compare trade-offs, and identify questions for discovery.	Do the prompts help the client reflect, prepare specific questions, and share what matters most?
Explain clearly	Translate complex financial concepts into plain language, examples, or analogies.	Is the explanation accurate, balanced, compliant, and free of product recommendations unless appropriate?
Rehearse sensitive topics	Create role-plays for retirement anxiety, market volatility, caregiving, health events, or family change.	Does the response demonstrate empathy, listening, and professional judgment?
Follow up after the meeting	Draft recaps, action items, reminders, and next-step communications.	Do decisions, responsibilities, deadlines, and compliance review needs remain clear?

2. Case Study: Mary Arrives More Prepared¹

Situation. Mary is in her early 60s and anxious about her retirement plan and how she will produce income. She's interested in protected income but unsure whether an annuity is appropriate for her situation.

AI-supported preparation. Before the meeting, Mary uses an AI agent to learn basic distribution strategies, in particular annuity concepts where she compares potential advantages and concerns and clarifies what she wants to ask.

What changes in the conversation? Mary arrives with more specific questions and greater self-awareness. She can explain that she values simplicity, worries about making the wrong decision, and wants to understand how protected income fits into her retirement plan.

¹ Source: *Can AI Agents Improve Financial Decisions?*, LIMRA, 2026.



Financial professional opportunity. The financial professional can spend less time delivering a generic explanation and more time listening, validating concerns, assessing suitability, and connecting any recommendation to Mary's broader retirement income goals.

3. Financial Professional Takeaways

- AI can help clients organize thoughts before a meeting.
- Better preparation can reveal emotional and behavioral factors.
- Financial professionals can use those insights to ask better questions.
- The goal is a more productive human conversation, not automated advice.

4. Prompts Financial Professionals Can Adapt

- "Create a concise agenda for an annual retirement planning review that includes income planning financial goals, spending needs, risks, and action items."
- "Create five discovery questions to help a pre-retiree clarify income needs, lifestyle goals, healthcare concerns, and legacy priorities."

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- "Identify possible behavioral finance concerns in this client scenario, such as loss aversion, decision paralysis, overconfidence, or fear of regret."
- "Prepare a role-play in which the client is worried about market volatility and the financial professional responds with empathy, education, and next-step questions."
- "Turn this technical explanation into a client-friendly analogy that explains protected income without making a product recommendation."
- "Draft a neutral pros-and-cons discussion guide for a client comparing guaranteed income, portfolio withdrawals, and cash reserves."
- "Draft a follow-up note with key decisions and next steps."
- "Review these meeting notes and separate client facts, stated goals, concerns, assumptions, and follow-up actions."

5. Implementation Checklist

- ☐ Start with low-risk uses: meeting prep, agendas, education, and follow-up.
- ☐ Define approved tools, prohibited data, review requirements, and escalation rules.
- ☐ Pair AI adoption with training in listening, behavioral finance, and clear communication.
- ☐ Track follow-up completion, meeting quality, and client confidence.
- ☐ Review outputs regularly for accuracy, tone, bias, and firm alignment.

AI enables financial professionals to focus on what matters most: building trusted relationships, understanding clients' unique goals, and providing personalized retirement-planning expertise. Financial professionals who effectively combine this technology with meaningful client engagement will be best positioned to help clients achieve long-term financial security and retirement success.

