
A clear new choice in Fintech

ClearChoice and NeuronSpring know that by joining together, they can deliver a much wider range of innovations to the Fintech marketplace.

ClearChoice, an industry-leading financial advice platform and training provider for businesses and brokers, is joining forces with Fintech digital customer engagement firm, NeuronSpring.

The acquisition by ClearChoice will see both groups operating their services jointly under the ClearChoice banner, alongside ClearChoice's existing brokerage network TAG (Trusted Advisor Group).

ClearChoice founder Paul Merriman and NeuronSpring CEO Mark Keenan each have 20 years' experience in the financial services industry and have worked together on a number of SaaS innovations in recent years.

"This is an exciting step for ClearChoice and NeuronSpring," says Paul. "With the combined capability of both organisations, we can help businesses and brokers stay on top of the digital innovation agenda and allow them to focus on meeting customers and generating sales."

NeuronSpring has an impressive Fintech portfolio, creating award-winning customer engagement programmes and enhancing businesses' digital and IT operations. Clients include household names such as Irish Life, with their careers beginning in Fidelity Investments.

As part of the acquisition process, Mark Keenan and his team are seeking to establish a Broker Innovation Hub with ClearChoice. This follows the recent launch of an innovative new software application "Premium Explorer". It allows brokers to generate multiple quotes based off an agreed budget amount.

"For the first time ever, financial brokers can ask their clients how much they would like to spend and tell them exactly what benefits their budget can deliver," explains Mark.

ClearChoice and NeuronSpring know that by joining together, they can deliver a much wider range of innovations to the Fintech marketplace.

"Uniting each organisation's natural skillset will enable us to lead the way in supplying creative digital solutions and thought leadership for the financial, life and pensions industry both in Ireland and the UK," declares Paul.

“One of the key challenges for all businesses is finding the digital platform that best suits their needs and those of their customers. We want ClearChoice, now including NeuronSpring, to lead the way in fulfilling those Fintech demands.”

Expansion is the key goal for 2020. “We have very ambitious plans and as we begin to execute, we expect to double our workforce over the course of 2020 and again in 2021,” reveals Paul Kelly, managing director of ClearChoice.

“I am really looking forward to working side-by-side with Paul as we continue to deliver some of the most transformative innovations I think the industry has seen,” added Keenan.

“NeuronSpring’s mantra — business agility through digital agility — will continue as we embark on this new adventure with our ClearChoice colleagues.”

By Moira Hannon

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Pictured above from l-r: Mark Keenan, CEO of NeuronSpring; Paul Merriman, founder of ClearChoice; and Paul Kelly, managing director of ClearChoice at the official announcement that ClearChoice has acquired digital customer engagement firm, NeuronSpring.