URVIN

Top 20 IR Objections & Questions

1. "We're very cautious about AI and compliance."

Answer:
Absolutely—and that's exactly how this was built. The assistant is **retrieval-based**, meaning it only answers using your **approved disclosures**: filings, earnings transcripts, presentations, and FAQs. It does not speculate, interpret, or go off-script. If the answer isn't in your materials, it won't invent one.

2. "How is this different from an FAQ page?"

Answer:
FAQs are static and one-directional. This is **interactive, adaptive, and measurable**. Investors can ask questions in their own words, get precise answers, and—most importantly—you see **what they're asking**, how often, and what's trending.

3. "Won't this replace our IR team?"

Answer:
No—and that's not the goal. It replaces **repetition**, not relationships. The AI handles front-line, repetitive questions so your IR professionals can focus on **high-value conversations** with analysts and institutions.

4. "What kind of time or cost savings do teams actually see?"

Answer:
Teams typically see a **meaningful reduction in inbound emails and calls**, especially around earnings and common topics. The savings come from fewer interruptions, faster responses, and less manual repetition—without adding headcount.

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5. "How hard is this to set up?"

Answer:
Setup is straightforward. It's **API-embedded**, white-labeled, and trained on your existing IR materials. There's no heavy IT lift and no ongoing babysitting required.

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6. "Who controls what the chatbot can say?"

Answer:
You do. Completely.

You choose the source documents, you can exclude topics, and you can update content as disclosures change. The system respects **your governance rules**, not ours.

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7. "What if it gives the wrong answer?"

Answer:
Because it's retrieval-based, it doesn't generate answers from thin air. If the information isn't in your approved content, the assistant can be configured to respond with something like: *'That information isn't available at this time.'*

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8. "What types of investors actually use this?"

Answer:
Retail investors use it heavily, but institutional and analyst users also engage—especially for quick clarification, historical metrics, and pre-earnings research.

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9. "How does this help us beyond efficiency?"

Answer:
The insight layer is the unlock. You get visibility into:

- What investors are confused about
- What topics are trending
- What's coming up repeatedly before earnings

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10. "Can we see what questions are being asked in real time?"

Answer:
Yes. The backend dashboard shows questions, categories, frequency, and trends over time.

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11. "Does this work globally?"

Answer:
Yes. It's available 24/7 and can support multiple regions and investor types. This is especially helpful for global shareholder bases across time zones.

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12. "How does this fit into our existing IR workflow?"

Answer:
It complements it. It sits on your IR site, reduces inbound noise, and feeds insight back to the IR team—without changing how you manage disclosures or investor communications.

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13. "Is this visible to analysts?"

Answer:
Yes—and that's a positive. Analysts see a consistent, accurate source of information that's always available and on-message.

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14. "What about sensitive topics or forward-looking statements?"

Answer:
You can explicitly restrict or tightly control those areas. The assistant can be configured to redirect or provide standard safe responses when appropriate.

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15. "How often does the content need to be updated?"

Answer:
Typically around earnings or major disclosures—exactly when you're already updating IR materials. Updates are simple and fast.

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16. "Is this expensive?"

Answer:
It's far less expensive than adding headcount—and far more scalable. Most teams justify it quickly through time savings alone.

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17. "What if investors ask questions we don't want to answer?"

Answer:
You control the scope. The assistant can decline, redirect, or provide approved language—just like a trained IR professional would.

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18. "Is this really something investors want?"

Answer:
Investors already expect instant, self-service access to information. This meets that expectation while improving accuracy and consistency.

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19. "Why should we look at this now?"

Answer:
Because AI is becoming a baseline expectation going into 2026—and this is a **low-risk, high-return** way to adopt it inside IR without experimentation or headlines.

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20. "What's the next step?"

Answer:
A short demo. We'll show how it would look on your IR site and what kind of insight you'd start seeing. No commitment—just a practical walkthrough.