AKA Enterprise Solutions

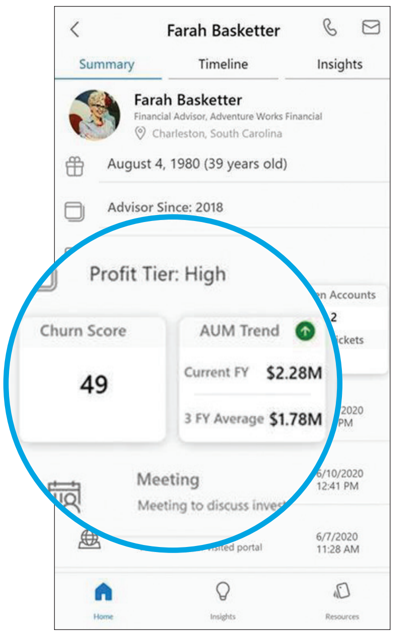
SERVICE OFFERING | FINANCIAL SERVICES

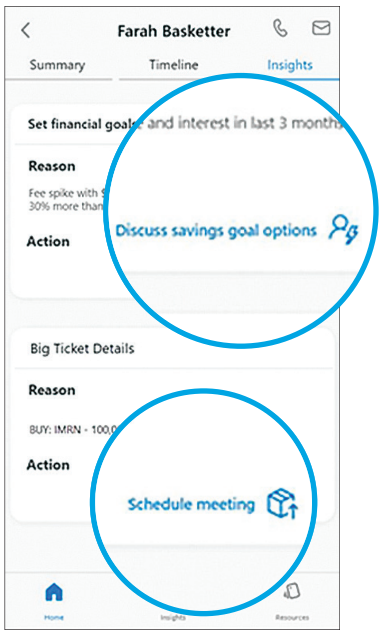
Customer Insights for Asset Management Firms

As an asset management firm today, you don't lack data, but you probably lack the tools to get solid, actionable insights that will help you make smart decisions regarding consultants, clients, and advisors. Without the understanding of that data, you are unable to identify opportunities and areas of vulnerability, leaving business on the table for a competitor to grab.

SURFACING BIG TICKETS FOR NEXT BEST ACTION

The goal of intermediaries is to target specific wholesalers to ensure every opportunity or vulnerability is being addressed. One area to target is big tickets. It is easy to identify a big ticket coming from a data flow/pack and the office it came from, but not much more.





Most wholesalers rely on those with tribal knowledge. If the expert leaves your firm, that knowledge is lost. You need the ability to:

> Identify the source—down to the specific advisor—of the big ticket

> Identify whether the big ticket is a BUY or a SELL

> Determine if the wholesaler has had any influence on that trade by evaluating relationships, determining recent activities with advisors in that office, etc.

> Decide on a next best action:

- SELL: Is there a change in strategy, or risk of losing wallet share?
- BUY: Thank them for their business and investigate any complimentary strategies with other clients

4 TO 5-WEEK ENGAGEMENT

Our 4-5 week engagement uses our asset management experience to help you with the implementation of a true Customer Data Platform (CDP) strategy. It is designed to quickly deliver value with a consolidation of your organizations' most crucial customer information, to gain a full and accurate view of all elements you need to answer questions about your target market.

Our Offering includes:

> Discovery workshop to review up to 3 of your main data sources (Campaign management solution, Financial solution, and third-party data aggregator) and identify the KPIs that are critical for your business and the data elements needed to generate them.

> Configuration of Sandbox and Production environments

> Creation of data storage entities and upload procedures

> Configuration of customer profiles and measures using the data sources and data elements identified during the Discovery workshops

> Configuration of PowerBI dashboard with up to 3 different views that will provide visual and detailed access to the Metrics and KPIs defined during the Discovery workshops

> One User Admin training session and one End-user training session

Resources and Pricing

The engagement will include a Customer Insights Architect and a Financial Services practice specialist.

Price: US $50,000

Customer Insights bridges the gap between data and insights. It consolidates data from anywhere, including your CRM and back-office sources, without the need for significant integration efforts. It then links those data sources and applies AI and publicly available information to enhance that data.

You can then drill down on that data—by advisor or office— viewing combined, holistic data, including wallet share, product types, and transactions over time, to gain powerful insights and recommendations on next best actions, which are delivered or displayed on whichever tool you have in place. Customer Insights even pulls in data based on holdings or financial accounts, like public or life events, that could be impacting a particular holding or account.

Armed with those recommendations, you can decide whether to make a call, send a marketing email (Customer Insights even recommends what the email should contain), or follow up accordingly.

BENEFITS: NO OPPORTUNITY MISSED

> Democratizing information increases flow and efficiency, enabling all wholesalers in the firm to take advantage of institutional knowledge that previously was in the heads of the veterans

> You no longer have to guess at what to do with a critical piece of information, such as a big ticket. You can quickly identify who is making the trade and can reach out to them in the appropriate way, reducing the chance of a missed opportunity or a lost client.

Why AKA?

For more than two decades, AKA Enterprise Solutions has been dedicated to making it easier for asset and wealth management companies to do business and innovate their way to greatness by using technology to simplify processes and reduce risks. Specializing in Microsoft Dynamics 365, cloud services, business process consulting, and custom application development, we combine industry and technical experience, proven methodologies, and world-class consulting to help organizations achieve their goals. The company is headquartered in New York, NY, with team members located throughout the U.S.

ABOUT AKA ENTERPRISE SOLUTIONS

AKA specializes in making it easier to do business, simplifying processes and reducing risks. With agility, expertise, and original industry solutions, we embrace projects other technology firms avoid—regardless of their complexity. As a true strategic partner, we help organizations slay the dragons that are keeping them from innovating their way to greatness.

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