Microsoft

FINANCIAL SERVICES

Wealth Management: Delivering Exceptional Levels of Service to Exceptional Clients

Microsoft Dynamics CRM

TRANSFORM

The number of mass affluent, high net-worth, and ultra high net-worth clients has grown significantly in the past decade, and investor knowledge of markets and investments has grown exponentially. Deregulation in the financial services industry has enabled virtually every type of wealth management business—including private and corporate banking, hedge funds, brokerages, insurance providers, and retail store banking—to deliver a wide array of services and investment vehicles.

To compete for this growing number of investors and investible assets, financial institutions must go beyond delivering exceptional service. Advisors must understand the customer's entire portfolio and build relationships that span family households, banks, asset managers, accountants, tax attorneys, family offices, and government agencies (IRS or tax offices). They need to reduce investor confusion by drawing a clear picture of the investor's retirement, investment, education, estate, and cash management goals. Equally important, they need to demonstrate how each investment is performing against those goals. At the same time, firms must track market events that will impact each client's portfolio and collaborate in real time with investors impacted by market changes.

Tools to help manage the business of wealth management

A well-executed customer relationship management (CRM) strategy can help wealth management businesses transform the delivery of services, bringing together all relevant customer and investment information into a single portal that delivers a 360° client view. Through the active use of a CRM solution, wealth management firms can:

- **Deliver exceptional service with an integrated CRM strategy**
- **Take a customer-centric approach**
- **Build a better client relationship**
- **Gain a clear competitive advantage**

Deliver exceptional service with an integrated CRM strategy

Microsoft Dynamics® CRM provides wealth management firms with the tools and capabilities they need to create and easily maintain a clear picture of high-value customer relationships across all service delivery channels, from first contact through every aspect of their financial relationship. Designed to work the way your people and your business processes do, and the way your technology system should, Microsoft Dynamics CRM:

- Provides full-featured CRM capabilities tailored to wealth management industry needs, including risk management and regulatory compliance.
- Integrates fully with core investment applications and with the Internet and corporate intranets through the use of Web services.
- Helps capital markets, banking, and insurance firms create the relationship intelligence they need to uncover new business opportunities and enhance service for both retail and institutional clients.
- Promotes competitive differentiation by giving advisors back the time they need to work with their clients.
- Enables real-time views of client information across service delivery channels to automate and enable customer-care-center solutions.
- Offers business intelligence management dashboards to provide better insight across the organization and effectively monitor and manage sales performance, customer service, and other best practice results.
- Promotes significant financial advisor adoption—and helps reduce training costs— with an intuitive interface that works as a natural extension of familiar Microsoft® Office system programs.

Take a customer-centric approach

Today, most wealth management firms are process-oriented; they run on automated, integrated, and synchronized processes that help them maximize short-tem revenue and cost reduction goals. But to ensure long-term success in the market, many businesses are moving from a process-centric to a customer-centric approach.

Integrated client data is an essential building block of a CRM solution, useful for developing client profiles and segments as well as for providing added value and personalized customer service. By focusing on customer needs, firms can deliver appropriate products and customized services. Microsoft Dynamics CRM offers a flexible business process infrastructure that empowers firms to react quickly to customer needs and market changes. Equipped with a comprehensive, current client view, firms can continuously improve customer satisfaction, increase "share of portfolio," and build more profitable, long-term client relationships.

Build a better client relationship

Microsoft Dynamics CRM provides financial advisors with comprehensive information about every customer. From the moment customers first contact the firm or open a new account, advisors can begin to review, evaluate, and anticipate their current and future financial needs. That kind of personal care and attention can build the customer loyalty that drives increased revenue and higher profits.

Some of the ways Microsoft Dynamics CRM can help wealth management firms achieve their goals include:

- **Providing a 360° view of high-value clients:** Microsoft Dynamics CRM can help firms create a comprehensive and integrated view of each client, and put this critical information in the hands of advisors when and where they need it. When the client's needs and goals change, the advisor has a full picture of investment history, client interests, and other valuable information they can use to suggest alternative investments.

- **Presenting information in a familiar format:** A viable CRM solution needs to integrate customer relationship management into how people already spend their workday, rather than force them to use a separate CRM application. Microsoft Dynamics CRM gives any organization that uses Microsoft Office system applications a fast, easy way to add customer-knowledge capabilities to their existing business systems. Because it was designed to be used with tools people are already familiar with—including Microsoft Office Outlook®, Office Excel®, and Office Word—Microsoft Dynamics CRM can help businesses lower training costs, increase user adoption, reduce application-switching, and realize a fast return on investment.

- **Employing business intelligence and analytics:** Business intelligence enables organizations to make better business decisions. Microsoft Dynamics CRM works with Microsoft business intelligence technologies to deliver relevant insight to employees across the organization. Equipped with the right information, in the right format, at the right time, people can make more strategic operational decisions, generate more revenue, and increase efficiency for every customer-related decision and activity.

- **Supporting advisors in the field:** Advisors often work with current and prospective customers away from their offices. To make the most of those contacts, these advisors must be able to access customer information from remote locations. Because Microsoft Dynamics CRM works with Office Outlook, advisors have offline access to customer information on most laptops, PDAs, or even their phones. In addition, they can remotely access the information on virtually any Web-enabled device in real time.

- **Conducting business globally:** Microsoft Dynamics CRM offers full support for multiple languages and currencies across multiple time zones so you can compete globally while keeping costs under control.

- **Aligning IT and business goals:** With point-and-click customizations and the ability to integrate data from multiple sources, Microsoft Dynamics CRM can help you build a solution that matches your business and your people.

Gain a clear competitive advantage

As the variety of investment options available to high-value clients continues to increase, quality service differentiates a wealth management firm from its competitors. Microsoft Dynamics CRM provides financial advisors, call center agents, and other customer-facing employees with complete customer information, enabling them to answer questions, resolve problems, and identify opportunities to sell additional products or bring in more customer assets. Advisors can match product information with customer profiles to determine the right investment options for each client. Microsoft Dynamics CRM also provides a centralized repository for customer data that can be used to improve investment products and services or to develop and refine business strategies. Tangible benefits include:

- **Efficient preparation for client meetings:** Financial advisors routinely spend hours collecting and preparing client information to make an effective presentation. Microsoft Dynamics CRM offers centralized access to all customer investment information, so that advisors can save significant amounts of time on each preparation session, resulting in more time for the customer visit.

- **Fast resolution to client inquiries:** When a client calls to discuss an aspect of their investment portfolio, the consultant must be able to locate the relevant information and understand it in the context of the customer's overall investment strategy. Microsoft Dynamics CRM provides a centralized access point for customer interactions and investments, helping decrease the amount of time spent answering these questions. Customers receive the information they are requesting more quickly, leading to increased satisfaction with the firm. The customer interaction is recorded in Microsoft Dynamics CRM and can be used for compliance reporting.

- **Streamlined order processes:** Because all relevant customer and investment information is available in a single system, advisors are now able to locate and enter the information needed for orders more quickly. All appointments and e-mails related to the transaction are tracked in the same system.

- **Improved compliance:** Tracking customer complaints enables wealth management firms to address issues quickly, helping increase customer satisfaction and avoid non-compliance penalties. Backed by consistently tracked data entered by the branch offices, the home office can draw upon centrally stored data to maintain regulatory compliance standards and protect itself in litigation situations. Compliance data can be collected quickly, helping improve reporting efficiencies.

- **Centralized access to client data:** Using customizable onscreen dashboards, advisors can access meeting notes, sales reports, forecasts, and other customer data. The Notes Pane provides users with an intelligent way to record free-form information about customers and opportunities. Communication and data tracking is streamlined between branch offices and the home office, promoting more effective customer service.

- **Improved efficiency across branch offices:** Financial advisors can work more effectively and reduce administrative inefficiencies with instant quick access to complete client information, the ability to exchange best practices, client notes and reports, and remote access to client data from portable devices and online or offline functionality.

Microsoft is ready to help give your wealth management advisors the tools and capabilities they need to generate more revenue and increase profitability. Improving the customer experience requires in-depth customer knowledge, which leads to opportunities to sell more products based on what customers actually need. Microsoft can help your organization break down barriers created by legacy systems and make better use of your existing technology investments.

Backed by proven experience, Microsoft can help wealth management firms create security-enhanced, and integrated solutions that not only leverage existing infrastructure investments, but also accommodate future demands.

Transformation through technology requires careful planning and collaboration. Microsoft and its ecosystem of strategic partners can help wealth management firms evaluate their needs to establish a plan for the deployment and successful use of reliable, integrated customer-centric solutions.

To learn more about Microsoft Dynamics CRM, visit http://www.microsoft.com/dynamics/crm.

Connectivity and synchronization may require separately purchased equipment and/or wireless products (for example, WiFi card, network software, server hardware, and/or redirector software). Service plans are required for Internet, WiFi and phone access. Features and performance may vary by service provider and are subject to network limitations. See device manufacturer, service provider and/or corporate IT department for details.

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. Built to work with Microsoft technologies, it works easily with the systems your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, helping increase the productivity and effectiveness of your business, and helping you drive business success.

Worldwide (1) (701) 281-6500
U.S./Canada Toll Free (1) (888) 477-7989