LTIMindtree

Wealth Advisory Assist

Leverage a Gen AI-powered solution

Prioritized Meeting, Portfolio Analytics,
Market Insights, Omnichannel Personalized
Experience & BPM Integration

Challenges

In a competitive financial market, advisors are under pressure to provide personalized services to their clients proactively equipped with relevant information and solutions. With a growing volume of clients to advisor ratio, the challenges are multi-dimensional:

Financial advisors (FAs) spend 50% of their time with existing clients. Out of which, 80% of their time is spent on meeting preparation with only 20% left for client engagement. There are multiple challenges that FAs face:

Organizational complexities with fragmented data residing in disparate systems.

Lack of real-time and collated data availability.

Lack of simplified and summarized insight availability.

Absence of enhanced digital experience.

LTIMindtree's solution

LTIMindtree's Wealth Advisory Assist solution leverages AI and generative AI-led inferencing, offering real-time portfolio impact analysis. It supports decision-making processes, providing financial advisors with a "single lens" for a real-time overview of internal and external information summarization. Our solution is platform-agnostic with industry-leading features like unified messaging and seamless integration into both upstream and downstream systems through AI inferencing. The platform delivers a digital, 360-degree personalized customer user experience in real-time, along with features such as private meeting collaboration and information summarization. This uniquely differentiated solution caters to a diverse range of personas.

Key benefits

Enhanced client meeting preparation and prioritization, resulting in a 60% increase in financial advisor (FA) productivity.

Customer outreach with trusted advisory services addressing point-in-time queries led to improved Customer Satisfaction Scores (CSAT) and retention rates.
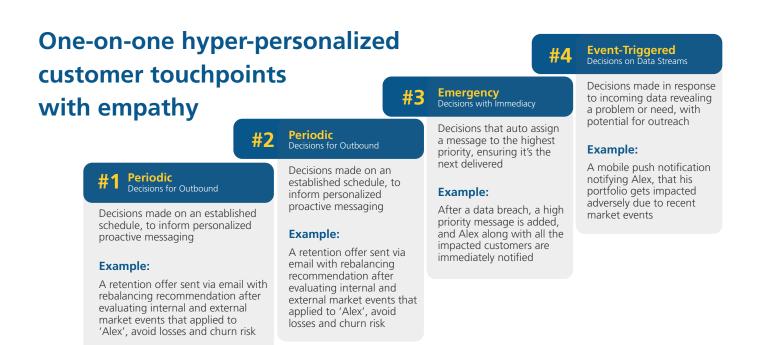
Delivered personalized, contextual 360-degree view of portfolio impact based on external market news, sentiments, and relevant research report summaries.

Ensured compliance with regulatory standards and maintained robust governance. Conversations between FAs and clients are recorded and audited to ensure information security and compliance.

One-on-one hyper-personalized customer touchpoints with empathy

#1 Periodic
Decisions for Outbound

Decisions made on an established schedule, to inform personalized proactive messaging

Example:

A retention offer sent via email with rebalancing recommendation after evaluating internal and external market events that applied to 'Alex', avoid losses and churn risk

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#3 Emergency
Decisions with Immediacy

Decisions that auto assign a message to the highest priority, ensuring it's the next delivered

Example:

After a data breach, a high priority message is added, and Alex along with all the impacted customers are immediately notified

#4 Event-Triggered
Decisions on Data Streams

Decisions made in response to incoming data revealing a problem or need, with potential for outreach

Example:

A mobile push notification notifying Alex, that his portfolio gets impacted adversely due to recent market events

Mindset shift Move from sales-driven group campaigns to targeted, personalized service for HNIs

	Traditional Sales Driven		1:1 Personalized Value Driven	
Sales First	Starts by selecting a product to communicate about	→	**Customer First**	Starts by selecting a customer to communicate with.
Offer	Uses messages designed to sell products and services to customers.	→	**Actions**	Uses messages designed to solve problems, like sales, service, retention, and nurture.
Segment	Assign customers into groups based on similar attributes and behaviors	→	**One-To-One**	Personalizes CX around the needs of a single individual and empathy
Batch	Delivers an offer to a group of customers, when the business is ready.	→	**Real Time**	Delivers an action to a single individual, when that person is ready.
Rules-Based	Relies on deterministic business rules to eliminate targets from the campaign audience.	→	**AI Driven**	Uses adaptive models to pick the most relevant actions based on internal and external Market signals of having customer 360.
Channel-Specific	Utilize independent logic and strategies, optimizing for channel specific KPI	→	**Omnichannel**	One voice unifies strategies across entire CX, optimized for all high-level KPI.

Email us at **info@ltimindtree.com** to know more.

LTIMindtree

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