



Highlights

- Creates dynamic, behavior-based client segments to better find and understand them
 - Detects and predicts life and financial events
 - Predicts client attrition and recommends actions for retention
 - Identifies client product propensities to better address client's needs and expand relationships
 - Provides advisors with summarized portfolio and client interest's news with article sentiment analysis
 - Delivers insight into client's personality and tone over various communication channels
 - Integrates easily onto proprietary applications and dashboards by way of application programming interfaces (APIs)
 - Delivers deep client insights into your existing CRM system with Salesforce.com integration
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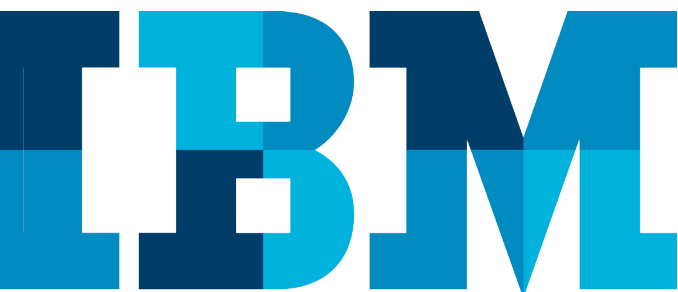
IBM Watson Client Insight for Wealth Management

Challenges

The wealth management industry is undergoing significant changes. Business models are shifting from commission-based to fee-based, fiduciary models and intuitive digital tools are now a minimum requirement from both clients and advisors. In addition, new-entrant growing pains are posing a challenge to the industry. Wealth management firms now need to overcome multiple challenges to meet their clients' increasing demand for more personalization. At the same time, they must provide the advanced tools needed by advisors to better service their clients, scale their businesses and capture the next generation of wealth.

As more advisors retire from the industry and the next generation of advisors joins it, the need to quickly provide new advisors with advanced technology to augment their expertise is imperative. Furthermore, transitioning from a commission-based transactional approach to a fee-based advisory model now requires advisors to deliver a more holistic approach based on goals — requiring a deeper understanding of a client's needs.

Determining how to deliver this experience is one of the most immediate and strategic questions facing wealth management firms. Advisors must better understand client needs, expectations and goals to provide a valuable, personalized service.



IBM Watson Client Insight for Wealth Management

Both seasoned and new financial advisors require analytics and cognitive tools to gather deep client insights. These insights can assist in understanding each individual client and their financial goals to offer tailored products and services, and deliver a better and differentiated wealth management experience.

The IBM® Watson™ Client Insight for Wealth Management solution can effectively predict, personalize and address the changing needs of the current and next generation of clients. The solution accomplishes these functions by using a new era of advanced analytics and cognitive computing.

Client Insight for Wealth Management introduces financial advisors to a new era of advanced analytics and cognitive computing capabilities. It helps them define better ways of working by:

- Segmenting clients by their behaviors
- Predicting life and financial events
- Predicting client attrition
- Identifying product opportunities
- Discovering personality types and tone of communications
- Delivering tailored, summarized portfolio and client interest's news

Advanced client segmentation helps increase personalization

Client Insight for Wealth Management generates advanced client segmentation based on each client's behavioral profile and transactions. Advisors will no longer have to segment their clients by arbitrary assets ranges, for example USD 500,000, under USD 1 million, USD 1 million, under USD 2 million and so forth. Using machine-learning capabilities, Client Insight for Wealth Management can identify the unique segments in an advisor's book of business. With this knowledge, financial advisors can manage their clients in a more personalized manner on a day-to-day basis.

Client attrition model helps build profound client loyalty

Financial advisors spend countless years growing relationships only to see their efforts lost because of unexpected attrition. By leveraging expertise from IBM research, Client Insight for Wealth Management is able to provide advisors with predictions as to which clients are going to attrite and why. It also recommends action on how to maintain the relationship to secure long-term clients.

Life event detection and prediction to proactively service a client's needs

Financial advisors must proactively service a client's financial needs the right way and at the right time. With the life event detection and prediction capabilities of Client Insight for Wealth Management, financial advisors are able to gain a deeper look into the lives of clients. As a result, they can proactively service their clients' financial needs.

Product propensities pinpoint new business opportunities

For financial advisors to offer tailored solutions to clients' financial needs, they need to understand their propensity toward various products. Client Insight for Wealth Management delivers a product propensity model to do just that.

Implementation on Salesforce Financial cloud delivers deep client insights in your CRM

Client Insight for Wealth Management is now available on the Salesforce Financial Services Cloud. Users of Salesforce Financial Cloud now have access to powerful insights from IBM Watson Client Insight for Wealth Management within the CRM dashboard, helping them deliver personalized service to clients.

The solution gives financial advisors a highly efficient and personalized way to serve clients, while providing them insight into ways to deepen relationships through other channels at their firms, such as lending solutions.

Client Insight for Wealth Management helps you:

- Segment clients dynamically based on behavioral attributes and cash flow patterns
- Prioritize client focus based on urgency of action required for specific clients to help deepen relationships
- Detect and predict life events and determine the best actions for each, tailored to each client
- Manage client attrition by increasing personalization for each client based on the client's financial needs
- Find the best approach for each client's needs based on their propensity to various financial solutions
- Understand the personality of the client and their tone of communications on various channels
- Service more clients by quickly summarizing news articles and gauging market sentiments, helping to improve advisor productivity

Client Insight for Wealth Management benefits firms and financial advisors by helping them understand the key behaviors of their client base. It also helps them use this data to provide a fact-driven approach to personalized, holistic advice.

Conclusion

Client Insight for Wealth Management delivers advanced behavior-based client segmentation to financial advisors. It creates a comprehensive view of the client by integrating multiple data sources inside the organization. In addition, it leverages advanced analytics and cognitive computing to deliver actionable insights to financial advisors and service their clients better.

In addition, the solution comes with a pre-built data model, pre-built analytics and its own IBM DB2® database to aggregate various data sources. Plus, it can be set up in as little as 8 - 12 weeks. Furthermore, all these insights can be delivered seamlessly using the API on your existing dashboards.

For more information

To learn more about Client Insight for Wealth Management, contact your IBM representative or IBM Business Partner, or visit: ibm.com/marketplace/cloud/client-insight-for-wealth-management/us/en-us.

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