



Augmented Advisor Intelligence (AAI) for Wealth/ Asset Managers

Revolutionizing the interaction between Advisor, Firm and Investor

New forms of competition and emerging technologies are disrupting the wealth management industry, forcing wealth and asset management firms to find innovative ways to increase their value proposition to clients. But wealth and asset management firms need not look far to add quick value to their business.

A firm's **financial advisors** (FA) are one of the most critical factors to its success. However, without understanding the advisors' personalities, behaviors, preferences and values, firms cannot maximize the value received from them.

Capgemini's **Augmented Advisor Intelligence for Wealth/ Asset Managers solution** can help firms maximize the value from their advisor relationships by gaining intelligent actionable insights into their financial advisors' behaviors. The solution utilizes artificial intelligence to derive meaningful advisor, sales and management insights from data that allows them to leverage the strengths of the advisors, uncover areas for improvement and promote best practices.

WHY ARE ADVISORS CRITICAL?

As the [World Wealth Report 2018](#) from Capgemini revealed, High Net Worth Individual (HNWI) satisfaction can still be improved. In 2018, only 55.5% of HNWIs said they connected very well at a personal level with their wealth managers. Satisfaction levels may be improved with stronger connections with wealth managers. More than 50% of HNWIs also indicated interest in wealth management services provided by BigTech firms. As a result, many existing wealth management firms are investing in emerging technologies such as artificial intelligence in order to increase customer satisfaction.

WHAT IS AAI?

The **Augmented Advisor Intelligence (AAI) for Wealth/asset Managers** solution enables wealth and asset management firms to leverage data and artificial intelligence to maximize advisor effectiveness and thereby increase sales. AAI augments internal advisor data with external data across four major areas:

- Demographic
- Sales
- Portfolio
- Behavior

With the help of machine learning (ML) algorithms, this augmented data is used to enable predictive, prescriptive and proactive actionable insights. Firms are able to promote evidence-based best practices to:

- Maximize **advisor potential** and improve **advisor productivity**
- Deliver **superior advisor experience**
- Drive product/pricing strategy to **increase sales**
- Run targeted marketing campaigns that help **increase ROI**

While the solution is built using H2O.ai on the Amazon Web Services (AWS) Cloud, it can be deployed on-premise as well. Moreover, the solution can be easily tailored and adopted for other platforms to ensure the maximum ROI on a firm's existing technology investments.

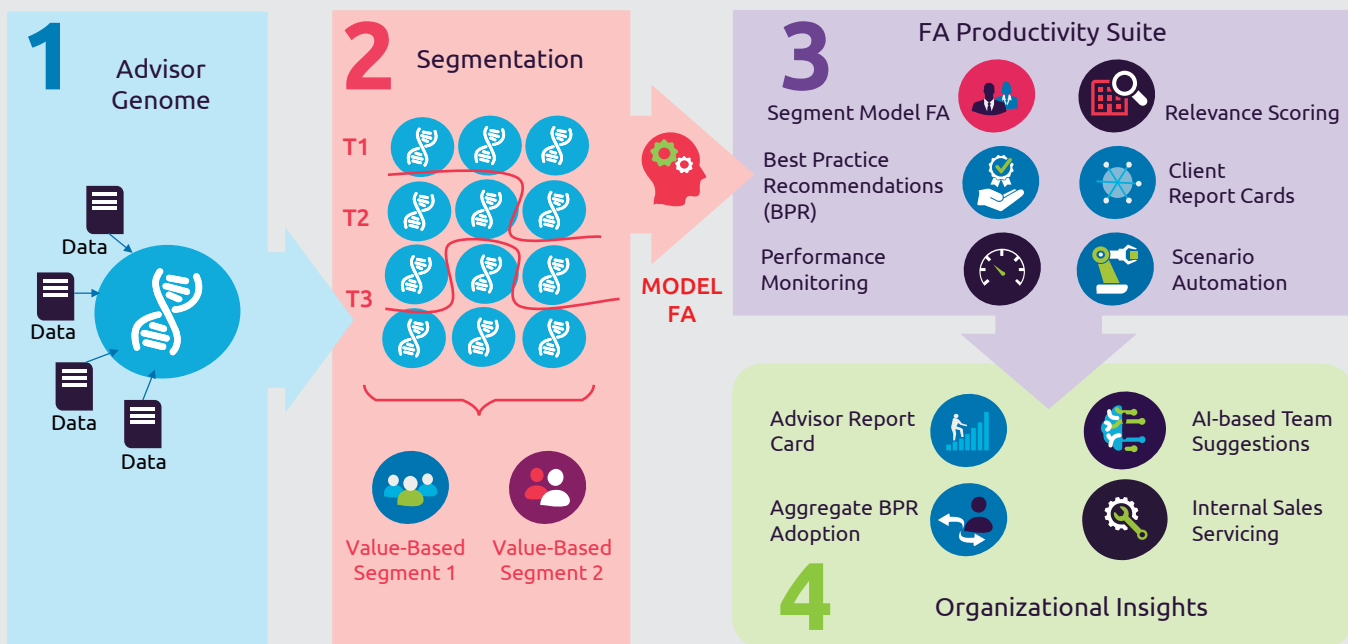


HOW DOES AAI WORK?

AAI aggregates datasets from different domains on each advisor and utilizes machine learning and artificial intelligence to analyze the data. Journey analytics from ClickFox is employed to help integrate advisors' web footprints, including social channel data, for a deeper look into advisor behavior and sentiments. Digital profiles of financial advisors are created, which uncover insights into their success, propensities and areas for improvement.

Capgemini integrates the data sets to create financial advisor genomes and appropriates the financial advisors into **value-based and psychographic segments**. A digital version of the best financial advisor from each segment, or **model FA**, is also created.

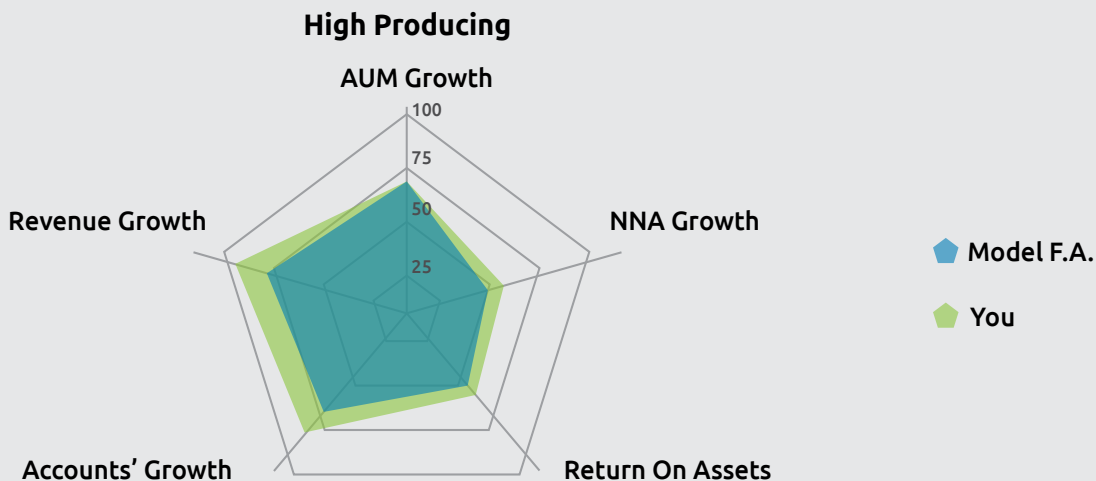
Four Step Model



The key information that makes up an advisor's genome, including their personal financial philosophy, web footprint, personal life and demographics, as well as professional profile including licenses and certifications, is then ranked with an

FA score (ranging from 1-100). The FA score gives wealth and asset management firms an indication of effectiveness of each advisor.

Value-Based Segment from a Wealth Manager point of view



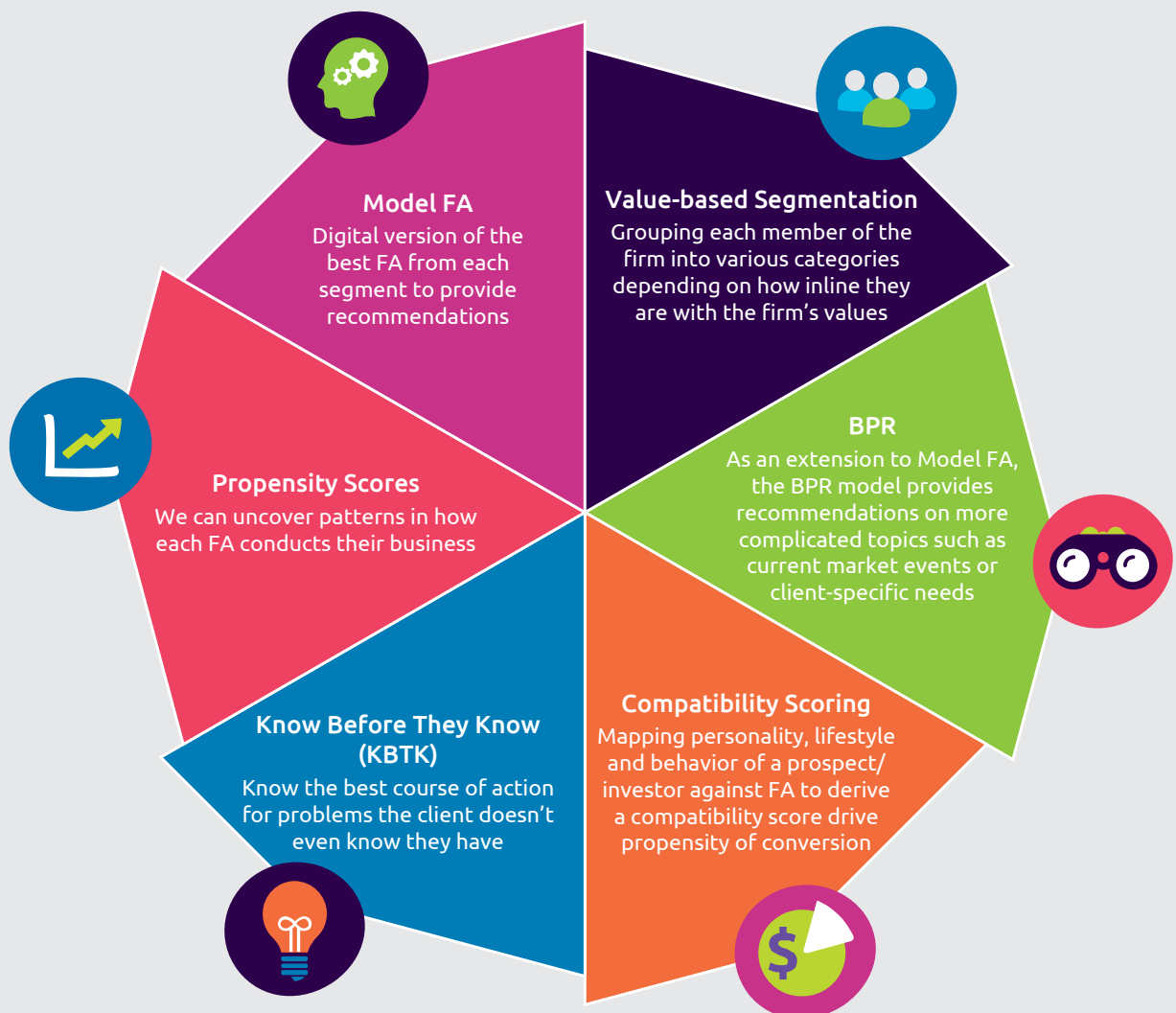
As an extension to the model FA, a **Best Practice Recommendation (BPR) model** is also built; this provides recommendations on more complicated topics such as current market events or client-specific needs, thus better enabling firms to identify their talent gap and establish the right training and/or hiring programs.

The AAI solution also generates:

- **Propensity Scores**, which uncover patterns in how financial advisors conduct their business, enabling firms to develop more targeted messaging and communication.

- **Compatibility Scoring**, which maps the personality, lifestyle and behavior of a prospect/investor against the financial advisor. A compatibility score is derived that indicates the propensity of customer conversion.
- **Know Before They Know**, or prescriptive analysis that enables firms to know the best course of action for problems the clients don't even know they have.

Solution Deliverables



All of the actionable insights obtained from the AAI solution lead to varied benefits that enhance advisor, sales and management roles, including:

- **Maximizing advisor potential and enhancing productivity**, by strengthening advisor outreach and engagement. This help firms better understand advisor behavior and cater to the priorities, values and strengths of each advisor segment. Ultimately, this provides an improved advisory experience as well as higher customer satisfaction and loyalty.
- **Enhancing the ROI on marketing campaigns**, by having more targeted messaging and communications. AAI provides intelligent content recommendations and identifies improvement areas for content delivery for each segment of advisors.
- **Improving sales** by determining appropriate product/channel/ advisor combinations so that products could be mapped to advisors who are likelier to recommend them.

WHY CAPGEMINI?

Capgemini has over 20 years of experience in innovation, transformation and delivery of wealth management solutions, including solutions that help firms increase advisor productivity and retain advisors. Our focused solutions help wealth firms establish effective practice management processes via advisory process optimization and more.

Our reusable pre-built wealth management models, accelerators and frameworks speed up the time to market. Our AAI solution can be tailored for specific organization requirements within six weeks.

Our AAI solution is also underpinned by the cutting-edge technology from some of our leading partners, AWS, H2O.ai and ClickFox.

Can reduce timelines up to 50% with existing pre-built models/framework that can be tailored for specific organization requirements

Capgemini's Prototyping Framework ensures a swift 6-week engagement with the client, from the ideation phase to the pilot

Emerging solution by Capgemini, derived from disruptive trends and a research-driven hypothesis to enable best practice-led smart advisory

Interested in learning more about how the Augmented Advisor Intelligence solution can help enhance the work of advisors at your firm?

E-mail wealth@capgemini.com for a solution demo. For more information on our wealth management services, visit www.capgemini.com/service/wealth-management.

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

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