NexJ CRM for Private Banking

Why Leading Private Banks Trust Us

Business is about ***Relationships***®

www.nexj.com

Contents

Introduction

*Business is about **Relationships**®*

NexJ Systems, the pioneer of Intelligent Customer Management, is the trusted partner for CRM products by global private banking institutions because of our deep domain expertise, next-generation technology, strategic investment in innovation, and strong commitment to customer success.

With customers across the financial services industries on virtually every continent, our global presence is fostered by our knowledge of regional markets and local industry trends. Equally as important, we support a global user community, with users in over 60 countries.

Our highly-experienced executive management and operations management teams are the force behind our ever-evolving strategic direction, company vision and thought leadership.

We pride ourselves on strategically partnering with our customers to help them take advantage of our deep domain expertise. This experience has led us to create a private banking product that is tailored to help you meet your business objectives. CRM for Private Banking helps Relationship Managers grow assets under management by solidifying client relationships

Our products can meet all of your CRM needs in a single package – this includes Sales, Service, and Marketing capabilities which are tuned to your specific industry. This is why we are the pioneer of Intelligent Customer Management.

This eGuide discusses how our private banking product can help Relationship Managers build relationships, save time, and increase revenue.

Our Benefits

- Drive revenue predictability and optimize processes
- Speed up time-to-revenue by streamlining onboarding from data entry to approval
- Thoroughly service the entire household and extended household
- Increase the number of opportunities and referrals to drive conversion
- Increase customer loyalty and grow assets under management
- Offer the best recommendations via the right channel at the right time
- Demonstrate regulatory compliance
- Attract and retain high performing relationship managers
- Retain assets upon transfer of wealth

"*Business is about **Relationships**®*"

Our Value

Build Your Relationships

Service an entire household and extended household while offering the best recommendations at the right time, so that you can demonstrate your value to your clients and ultimately secure their loyalty.

Save Your Time

Streamline onboarding from data entry to approval and automate administrative tasks, allowing you to focus on your clients rather than on paperwork.

Increase Your Revenue

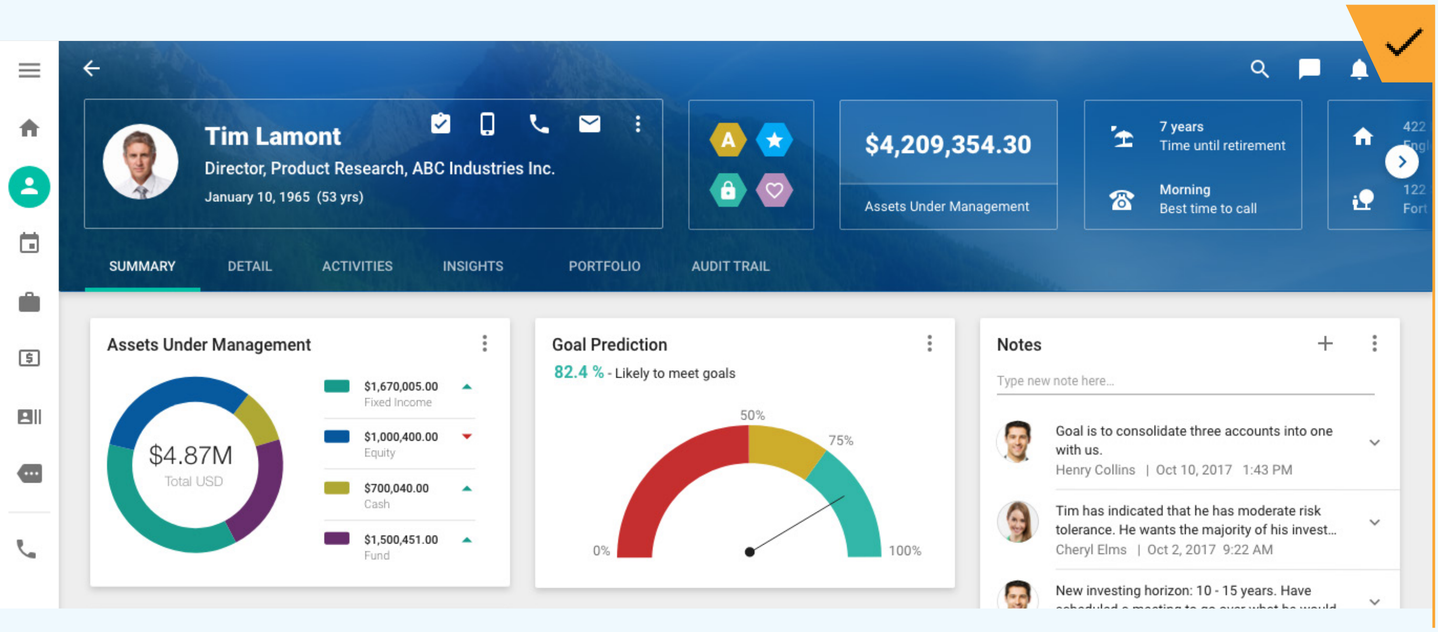
Increase your number of opportunities, cross-sells, and referrals, speed up your time-to-revenue through onboarding, and secure your clients' loyalty to grow your assets under management.

Our Capabilities

Comprehensive Customer View

Our Comprehensive Customer View provides relationship managers a 360° view of their contacts, in an easy-to-view and navigable format. It gives them the ability to make recommendations in a fraction of the time, without any toggling or data collating.

By consolidating information across company-wide sources, it allows relationship managers to create a single point of truth that is shared across all lines of business. Key data points include profile information, demographic information, activities, and related account information.



Key Features That Drive Results:

- **Relationship Hierarchy:** Models households and extended households and allows Relationship Managers to aggregate and roll-up account and interaction oinformation along complex relationship hierarchies.
- **Interaction Journal:** Logs all client interactions, including meetings, communications, events, and etc.
- **Notes Capability:** Allows Relationship Managers to capture and view notes about the contact.
- **Custom Fields & Categories:** Enables Relationship Managers to collect extended profile information.

The Value Our Comprehensive Customer View Can Provide You:

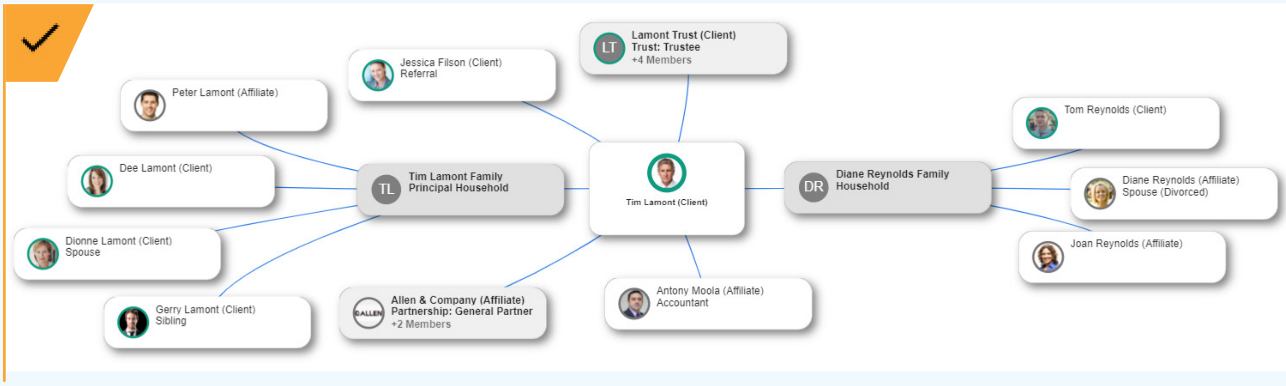
- Drive Referrals and Opportunities to increase proposals and close deals
- Support business growth by driving client loyalty
- Enhance face-to-face client experience by minimizing wait times for the client and providing Relationship Managers with insightful information
- Help attract and retain high-performing relationship managers

Householding

Our robust householding feature provides relationship managers insights around complex relationships including referrals, family relationships, related parties, companies, and groups defined by relationship managers. Given the complex nature of private banking clients, this functionality lists all products or accounts for which the household has any full or partial ownership. Additionally, it determines and maintains householding for multiple clients living at the same address or extended households, and manages relationships for multiple clients living at different addresses. In addition, it allows relationship managers to better understand all members in a household across generations. By creating strong relationships early on, you can maintain an understanding with your clients and their households that can help keep assets with the firm during transfers of wealth.

To provide added flexibility, it supports both hierarchical and ad hoc groupings such as associations or professional affiliations.

Householding can assign an unlimited number of parent-child and arbitrary relationships for a contact, such as those between spouses, joint account owners, a client and accountant, trusts and estates. What's more – it can support modeling one-to-one, one-to-many, many-to-many, and many-to-one relationships throughout the system.



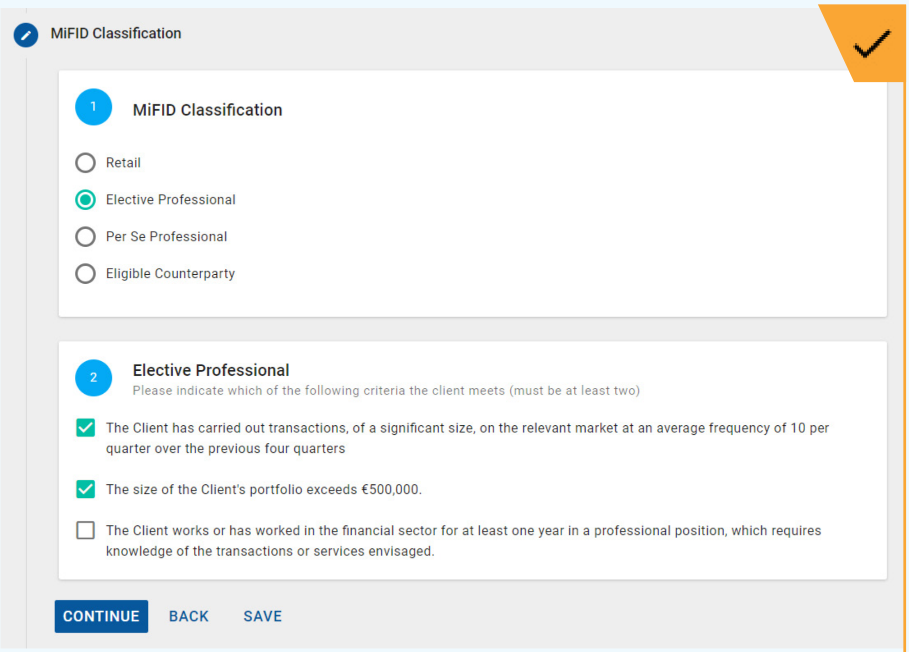
Key Features Allow You To:

- Retain assets upon transfer of wealth
- View and manage the financial products, accounts, holdings, and related transactions – from multiple back office systems, for each client, household, or company
- Maintain householding for members of the same household with different addresses
- Provide real-time aggregation of data within a Comprehensive Customer View, offering a complete view of the client's value
- Roll up and/or aggregated interactions and account information along the defined relationship hierarchies
- Generate reports at any level of the hierarchy

The Value Our Householding Can Provide You:

- Aggregate information along defined hierarchies
- Better customer service through the complete understanding of a client's entire household

Onboarding



Our onboarding capability automates the complex and time-consuming onboarding process including KYC. It dynamically guides relationship managers through each step, pre-populating appropriate information, collecting additional data (including KYC-specific data), and automatically generates and sends personalized, completed forms to the appropriate parties.

Key Features That Expedite Daily Tasks:

- Provides relationship managers with only the required form fields for data capture, and automatically launches appropriate workflow tasks and activities
- Notifies relationship managers when approvals are ready and when necessary and escalates approvals based on configurable business rules
- Tracks the application history and approval status to provide visibility to all stakeholders

The Value Our Onboarding Can Provide You:

- Enable advisors to provide personalized service by focusing on their client's needs and helping them meet their goals
- Speed up time-to-revenue by streamlining the process from data entry to approval
- Demonstrate compliance with regulatory requirements by embedding the latest data capture requirements
- Guide users through data collection and documentation

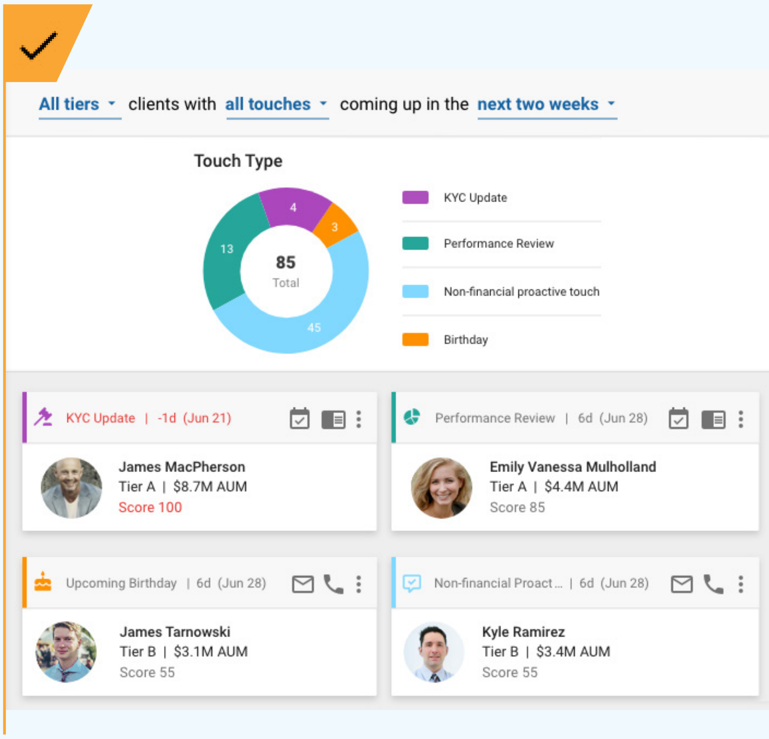
For one customer, we delivered a modern, fully integrated advisor desktop to connect and integrate multiple front office systems. This included:

13 integrated systems	30,000 contacts & companies	300,000 interactions & notes

> ***“We are very happy and your team has been the best vendor I have ever worked with!”***

NexJ Nudge™

Designed to help improve client outcomes to drive success, our NexJ Nudge™ module equips relationship managers with data-driven recommendations around the best actions your clients can take using the right channels – and in real time, at that. This is achieved by leveraging both internal and external data assets, and using data and analytical insights to serve customers in a more relevant and contextual manner.



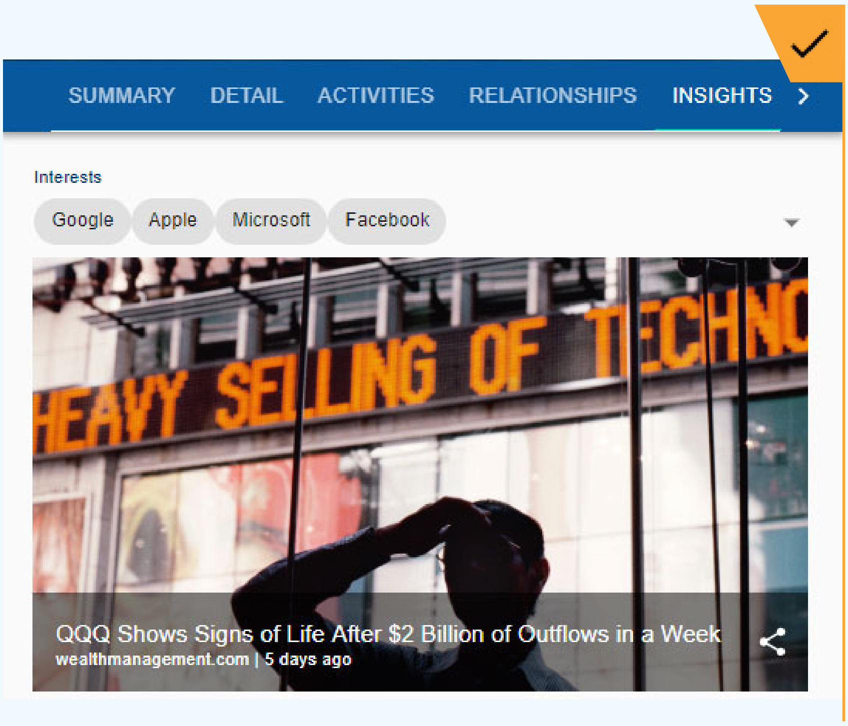
The Basic Steps Are:

- Create an exhaustive client profile by leveraging data from the Comprehensive Customer View
- Once prompted, generate the recommended actions:
  - Know Your Customer Reviews: Help schedule meetings, prepare documents, pre-populate forms and automate process
  - Non-financial Touch-points: Recommend relevant content via NexJ Insights
  - Financial Reassurance: Auto-create call lists (clients that need to be contacted) in a market downturn
  - Cross-selling opportunities: Identify opportunities for new products and services
- Rank and communicate the recommendations to your client
- Measure the outcomes and feed them back to the module to refine your rules

Leveraging NexJ Nudge™ Can Provide You With:

- **Efficiency**: Boost the efficiency of relationship managers by supplementing intelligence and automating processes
- **Deeper Relationships**: By fostering stronger client relationships and driving loyalty
- **Regulatory Compliance**: Achieved by incorporating regulatory frameworks and issuing alerts effectively

Insights



Designed to provide Relationship Managers with opportunities for interactions throughout the buying journey, our Insights capability leverages demographic and account data via our data aggregation capabilities. Through its Artificial Intelligence (AI) engine, it matches each client profile with relevant digital engagement content from more than 15,000 global news publishers.

Deliver Valuable, Targeted Content to Relationship Managers

The AI engine matches the profile with relevant digital engagement content and delivers it to the Relationship Manager by:

- Exposing it in the Customer Insights tab
- Sharing it within CRM for Private Banking and using business rules to prompt Relationship Managers for proactive interactions
- Attaching an article to an entity (e.g. an opportunity)

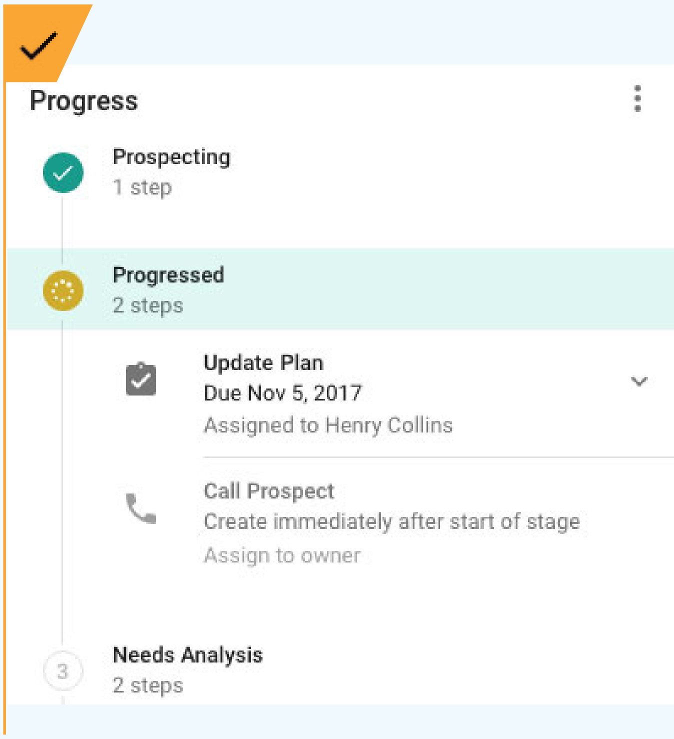
On top of that, you can also configure rules to deliver targeted offers to anonymous prospects based on their previous clicks on content shared in social channels.

The Value Our Insights Feature Can Provide You:

- Identify new opportunities for sales and service
- Build a strong relationship and influence the customer journey
- Engage in meaningful, value-added client interactions at the right time
- Deliver a value-added client experience between financial transactions to drive loyalty
- Provide Relationship Managers targeted content to guarantee compliance with regulations, and up-to-date information to better service their clients

Opportunity Management

Our Opportunity Management capability allows you to identify and track opportunities from a single UI through a sales process. Opportunities, which are assigned to specific contacts, can be tied to a campaign, service request, or other entity. This data can rolled up along defined relationship hierarchies to manage the proposal process effectively. At the end of the sales journey, prospects can be automatically converted to a client based on select business rules, or relationships managers can convert them manually.



Opportunity Reporting

CRM for Private Banking provides several reporting and graphical formats that display data around opportunities in real-time, and to consolidate sales information for sales managers. In addition, pipeline reports and management dashboards are available to track and summarize interactions, progress, status, and activities across all opportunity stages.

The Value Our Opportunity Management Can Provide You:

- Capture and process all opportunities consistently through a single solution
- Provide unique capabilities to maximize the profitability of each contact
- Encourage system adoption by making it easier for Relationship Managers to either convert leads – automatically or manually
- Track the sales process from start to closure using pipeline reports and management dashboards

Our Technology

Designed to help our capabilities run at full capacity, our key technology components help drive our CRM forward.

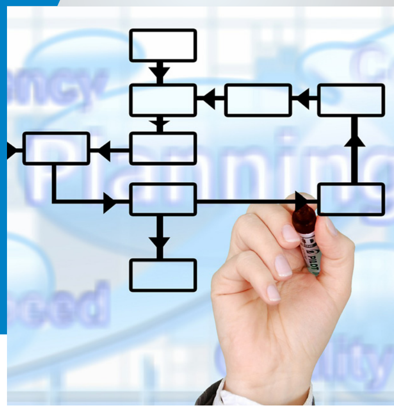
Deployment

We provide you 3 flexible deployment options to accommodate to your firm's business needs: on-premise, hybrid and private cloud. We will also provide you a secure solution with full ownership of your data. Our point of differentiation is that your data is never co-mingled with that of other customers.

Integration

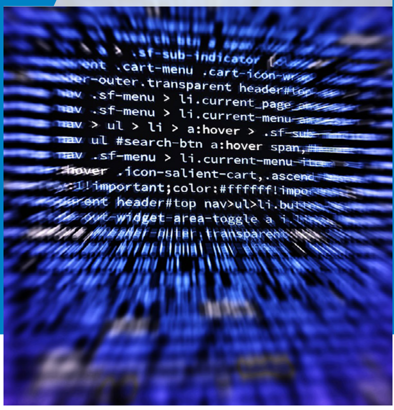
With our focus on integration and the customer experience, our CRM for Private Banking product addresses the challenges around processing large volumes of data from existing systems by providing relationship managers a consolidated, easy-to-use interface. This, in turn, drives adoption rates.

Workflow



Our rules-based SmartForms, workflows and activity plans are designed to standardize and automate scheduled and ad hoc processes. Not only do these tools reduce risk levels, resulting from human error, they enable relationship managers to focus on revenue-generating activities.

Rules Engine



Our rules engine, designed to enforce business rules company-wide, can be defined at any layer of the platform. At runtime, events, UI navigation, or business model updates, can set these rules to motion. Rules can be configured for our key capabilities and features, including: alerts & notifications, workflows, coverage, categories & custom fields, NexJ Nudge™ and data validation.

Security

Based on visibility rules, our dynamic, flexible, and centralized security model will allow you to share information without worry. Founded on industry-wide standards, it allows us to directly map to existing security models and leverage existing entitlements models. Security rules are enforced by our main server and are centrally defined in the Business Domain Model. This way, they are applied across the board, regardless of your UI or access method.

Compliance

Designed to address the constantly-changing regulatory environment, organizations are under increased pressure to comply with fiduciary and regulatory requirements. That's where our extensive experience working with leading global financial institutions comes in. Not only do we specialize in helping firms meet their regulatory obligations, we integrate with local and regional policies and standards.

Our Success

Recognized as a CRM Expert, 2019

Cool Vendors in Customer Service Strategies, Gartner

Best in Class for Workflow Management & Advisor Experience

Top 250 Canadian ICT company

2013 CRM Watchlist

Gold for Best Cloud Computing & Gold for Best Mobile Solution

Gartner

"NexJ Systems brings extensive domain knowledge in the financial services sector, as well as strong CRM functionality to NexJ CRM"
Banker's Guide to Wealth Management Front-Office Systems, November 2017

Forrester

"NexJ has deep functionality for wealth management, private banking, corporate and commercial banking, capital markets, and insurance"
Vendor Landscape: The Growing Demand for Vertical CRM Solutions, November 2016

CELENT

"NexJ is one of the industry leaders for its implementation and application of AI across its platform"
XCELENT Awards 2018, Ranking the CRM Technology Vendors for Wealth Management, May 2018

Aite

"NexJ's Wealth Management CRM is Tops for Functionality & Technology"
Next-Era Wealth Management CRM: Technologies to Acquire and Engage, May 2017

NUCLEUS RESEARCH

NexJ is recognized as expert for focus on industry-specific CRM
CRM Technology Value Matrix 2H17, October 2017

Conclusion

With customers on virtually every continent, NexJ has become the choice of global market leaders. Our presence is fostered by our knowledge of regional markets and local industry trends, as well as over industry experience.

As a result, we have become a trusted partner for CRM products by a number of private banking firms because of our deep domain expertise, next generation technology, strategic investment in innovation, and strong commitment to customer success.

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Want to Know More?

We'd love to talk to you!

Contact us at info@nexj.com for more information or check out our website at www.nexj.com!

As an active part of the social community, we encourage you to stay connected! Join us on LinkedIn, follow us on Twitter, subscribe to our YouTube channel, or like us on Facebook.

NexJ CRM for Private Banking

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