NexJ CRM for Wealth Management

Why Leading Wealth Advisors Trust Us

Growing Your Revenue With NexJ CRM

Business is about ***Relationships***®

www.nexj.com

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Introduction

> *Business is about **Relationships**®*

NexJ Systems, the pioneer of Intelligent Customer Management, is the trusted partner for CRM products by global wealth management 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 wealth management product that is tailored to help you meet your business objectives. CRM for Wealth Management helps advisors 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 wealth management product can help Advisors build relationships, save time, and increase revenue.

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

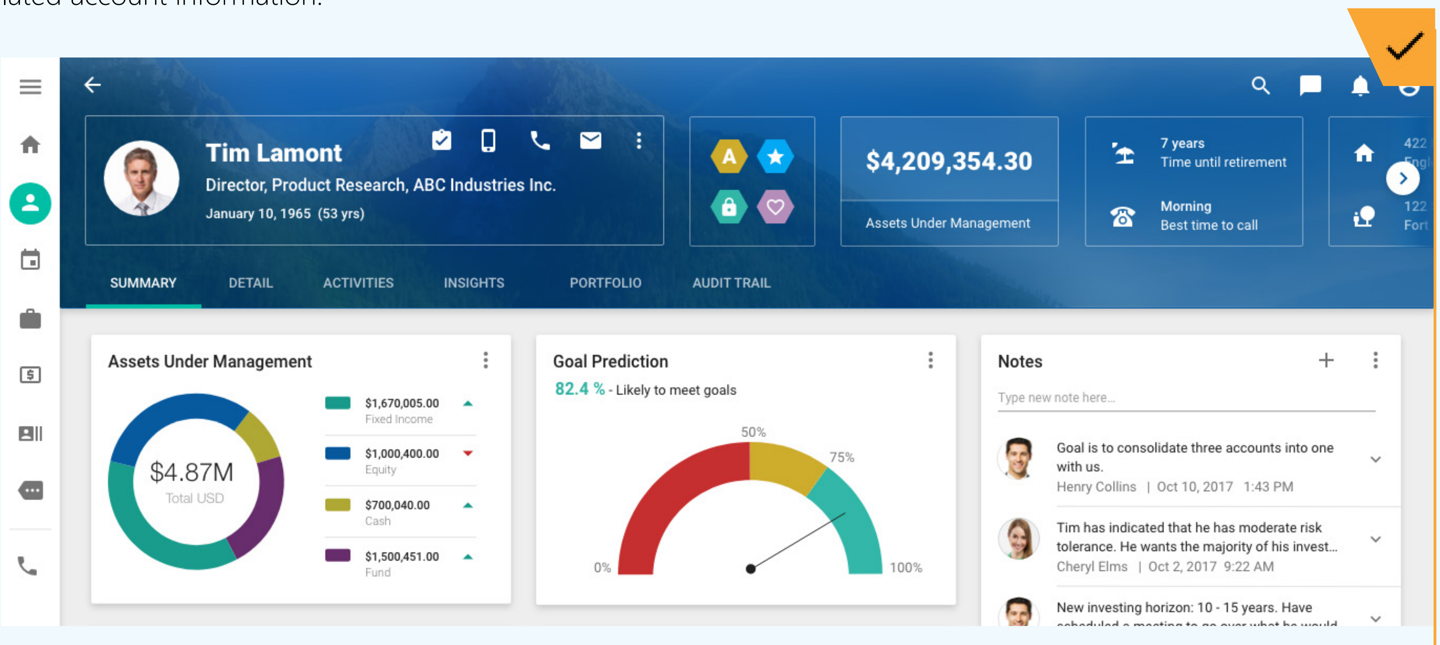
Increase your number of opportunities, cross-sells, and referrals, speed up your time-to-revenue through onboarding, and secure your clients' loyalty to grow your assets under management.

Our Capabilities

Comprehensive Customer View

Our Comprehensive Customer View provides advisors with a 360° view of their contacts, in an easy-to-view and navigable format. This content is exposed through our Integrated Desktop, offering a comprehensive view of front, middle, and back-office information.

By consolidating information across company-wide sources, it allows advisors 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:

- **Integrated Advisor Desktop:** Dramatically reduces the amount of time advisors spend on double entry, manually collating data from multiple applications, and filling out forms.
- **Relationship Hierarchy:** Models households and extended households and allows advisors to aggregate and roll-up account and interaction information along complex relationship hierarchies.
- **Interaction Journal:** Logs all client interactions, including meetings, communications, events, and etc.
- **Data and System Integration:** Provides all internal and external data, ensuring you have comprehensive information on your clients.

The Value Our Comprehensive Customer View Can Provide You:

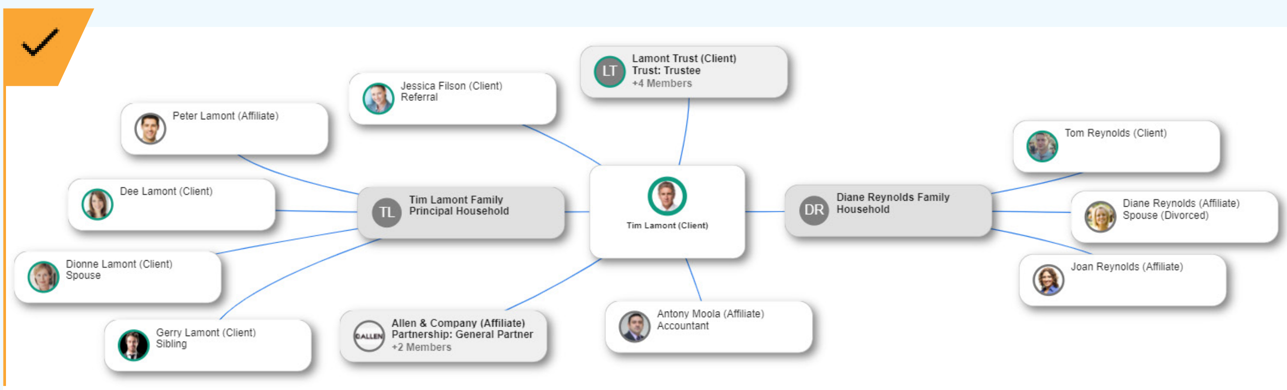
- Drive referrals and leads to increase proposals and close deals.
- Support business growth by driving client loyalty.
- Enhance face-to-face client experience by minimizing wait times for the client and providing advisors with insightful information.
- Help attract and retain high-performing advisors.

Householding

Our robust householding feature provides relationship managers with insights around complex relationships including referrals, family relationships, related parties, companies, and groups defined by relationship managers. Given the complex nature of wealth management clients, this functionality lists all products or accounts for which the household has any full or partial ownership. It 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.



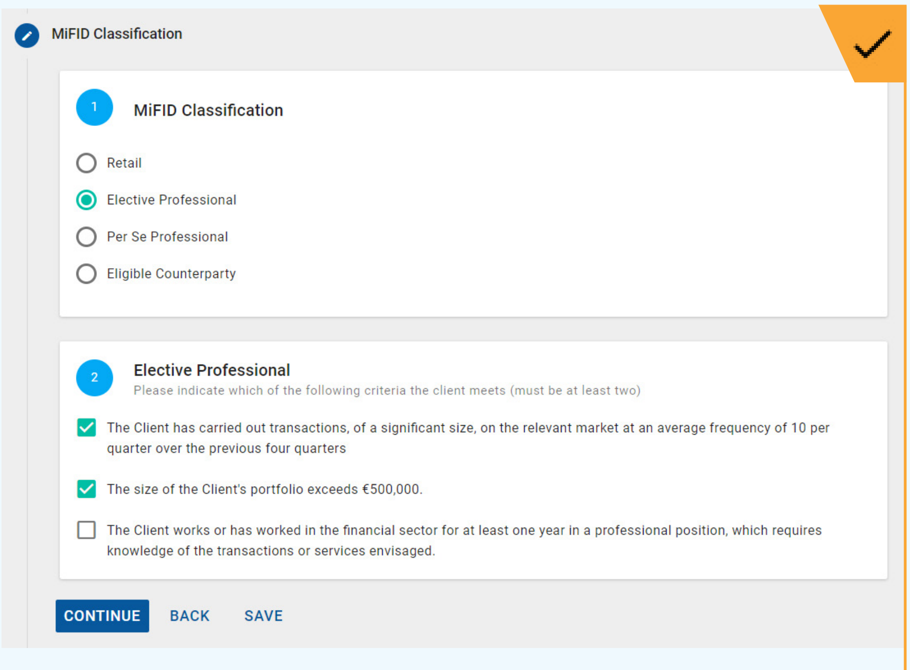
Key Features Allow You To:

- 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 Capability Can Provide You:

- Aggregate information along defined hierarchies.
- Better customer service through the complete understanding of a client's entire household.
- Segment assigned accounts into multiple "portfolios" by creating multiple hierarchies as required.

Onboarding



Our onboarding capability streamlines standard business processes such as approvals, the Know Your Customer (KYC), and new account opening. It dynamically guides advisors 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.

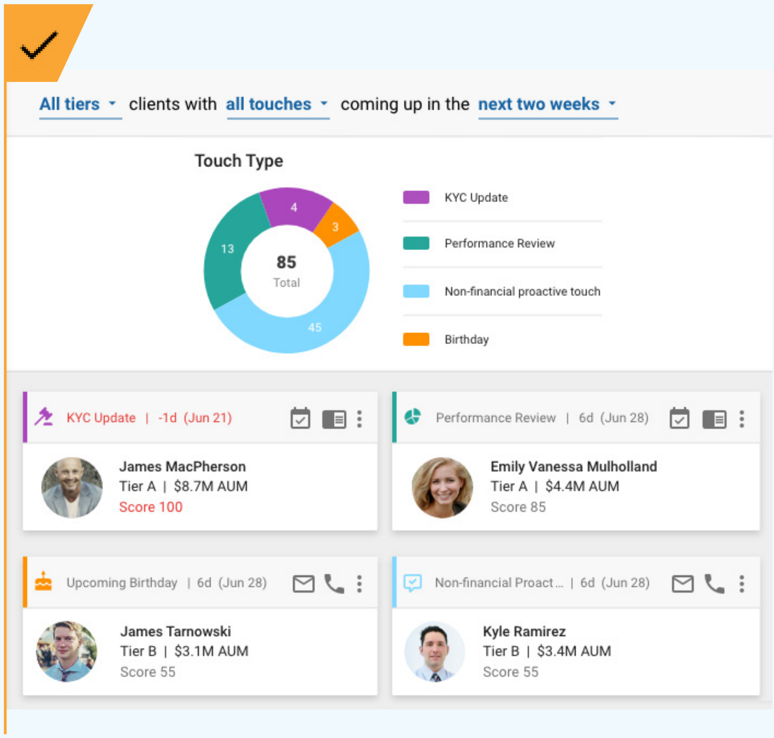
Key Features That Expedite Daily Tasks:

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

The Value Our Onboarding Capability 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.

NexJ Nudge™



Designed to drive engagement and compliance by augmenting advisor intelligence, our NexJ Nudge™ module equips advisors with real-time data driven recommendations around the best actions they can complete to serve client in a more relevant and contextual manner.

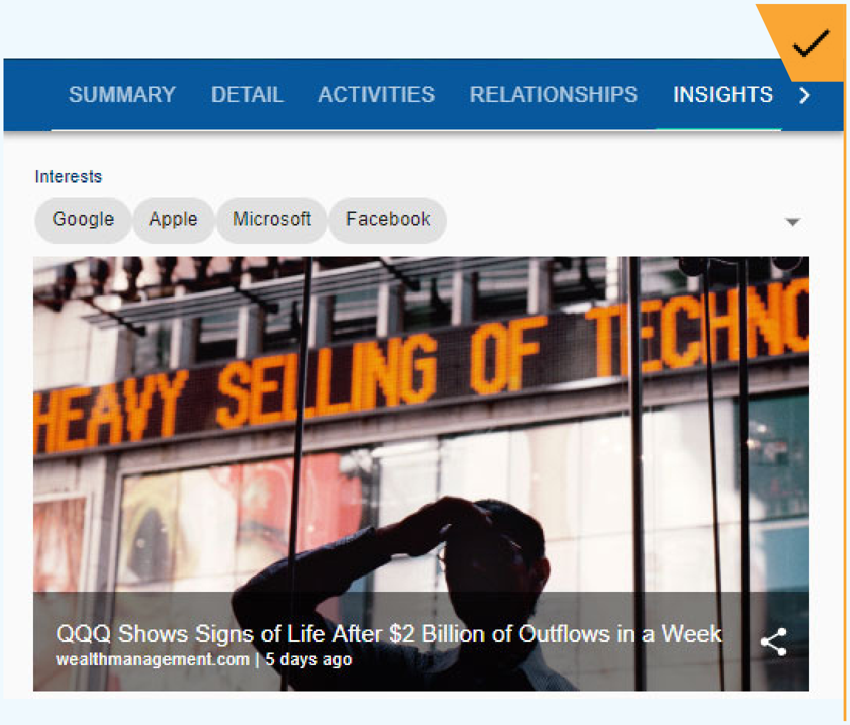
The Key Steps Are:

- 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 processes.
  - Non-Financial Touchpoints: 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 advisors with opportunities for interactions throughout the buying journey, our Insights capability leverages demographic and account information 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 Advisors

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

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

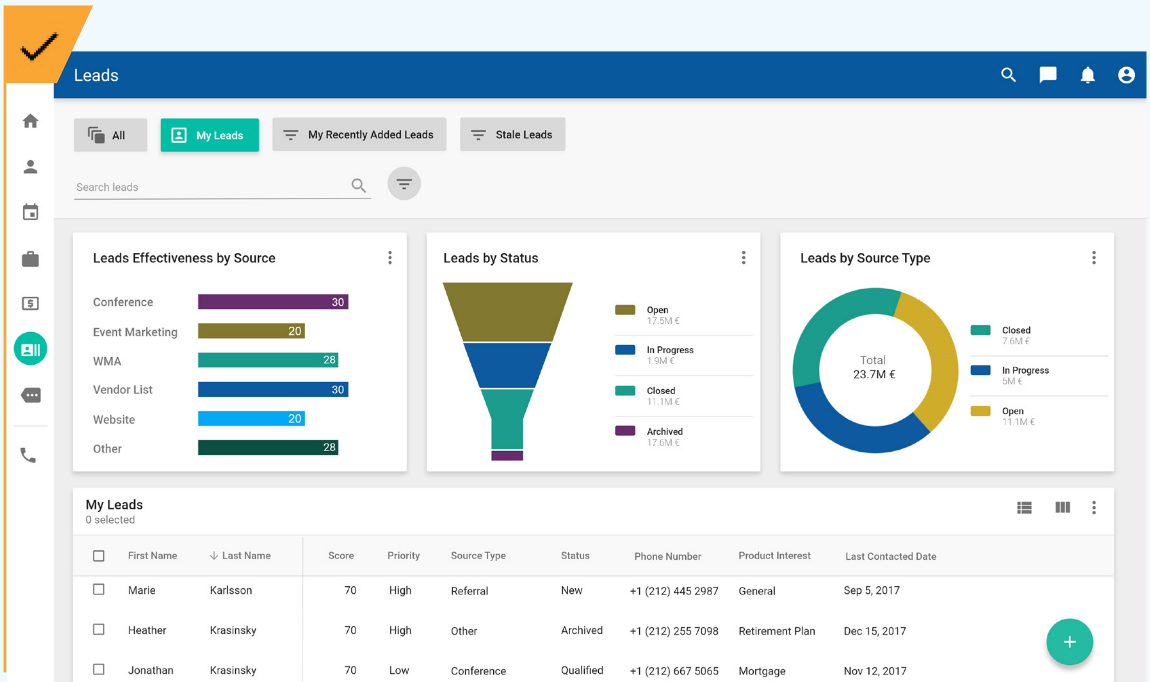
On top of that, you can also configure rules to deliver targeted offers to anonymous prospects based on their previous clicks on content shared in social channels.

The Value Our Insights Capability Can Provide You:

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

Lead Management

Our Lead Management capability is designed to streamline lead and referral management processes in order to drive best practices for capturing, scoring, distributing, and nurturing these opportunities to drive conversions and maximize profitability. Advisors can also implement closed-loop analytics to proactively drive the right behaviours and equip management to eliminate bottlenecks and optimize results.



Lead Management also allows you to guide lead assignment and distribution through targeted, interactive dashboards. Our advanced functionality improves the quality of leads through matching, scoring, and distribution services. this allows you to assign or distribute either manually or automatically through configurable business rules. Additionally, our Lead Management provides advanced filtering capabilities to identify targeted leads based on any attribute belonging to a lead.

The Value Our Lead Management Capability Can Provide You:

- Capture and process all leads consistently through a single solution.
- Encourage system adoption by making it easier for advisors to convert leads – either manually or automatically.
- Drive revenue predictability and optimize processes.

Our Technology

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

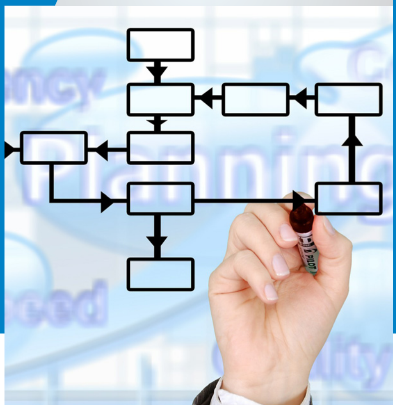
Deployment

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

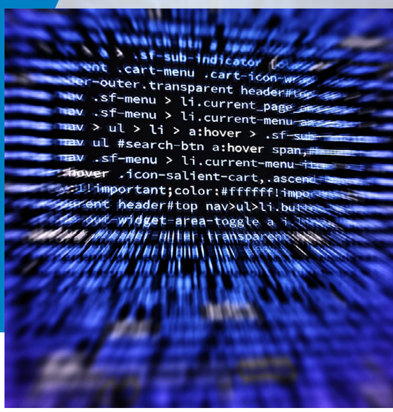
With our focus on integration and the customer experience, our [CRM for Wealth Management] product addresses the challenges around processing large volumes of data from existing systems by providing relationship managers a consolidated, easy-to-use interface. This, in turn, drives adoption rates.

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 run-time, 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 Benefits

- Drive revenue predictability and optimize processes
- Speed up time-to-revenue by streamlining onboarding from data entry to approval
- Increase the number of leads and referrals to drive conversion
- Increase customer loyalty and grow assets under management
- Provide value-added customer interactions and personalized service
- Offer the best recommendations via the right channel at the right time
- Demonstrate regulatory compliance
- Attract and retain top talent

> *Business is about* ***Relationships®***

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

Breadth of Functionality XCelent Award for Wealth Management CRM

Finalist for Outstanding Service Provider of the Year, 2017

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 wealth management 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 Wealth Management

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