

Wells Fargo Advisor Desktop



Key Benefits

- Easy-to-use data conversion tools to migrate data from other contact databases and bring new advisors and clients on board quickly
- Increases advisor productivity by delivering CRM capabilities that save time and allow for more opportunities to convert leads and referrals to sales
- Improves advisor satisfaction and retention with a platform that integrates all customer information and tools needed to deliver industry leading customer service

“NexJ worked with us as a strategic partner, to provide the best possible solution in the shortest possible time.”

*- Joe Nadreau
Director, Strategic Solutions Group
Wells Fargo*

Save time and make more money with the NexJ Integrated Advisor Desktop. View comprehensive customer information from across the enterprise in a single application.

Background

In October 2007, Wells Fargo Advisors (formerly Wachovia Securities) acquired A.G. Edwards of St. Louis, MO creating the second largest retail brokerage firm in the United States. Wells Fargo Advisors had a critical need to migrate the A.G. Edwards advisors off their end of life platform and to augment Wells Fargo's existing advisor platform with new customer relationship management (CRM) functionality that did not previously exist. This project was of strategic importance to the success of the merger and the growth of Wells Fargo Advisors. After an extensive due diligence process comparing all the leading enterprise CRM vendors, Wells Fargo Advisors selected NexJ Systems to deliver on their vision.

Challenge

NexJ Systems was required to participate in, according to Wells Fargo Advisors, the largest data conversion in the history of the brokerage industry. This conversion included over 12 million contact and household records and related interactions and notes. Specifically, NexJ was required to help migrate more than 10 years of A.G. Edwards customer and interaction data, integrate multiple existing platforms and systems into a common advisor platform, and provide CRM functionality to replace existing functionality in end-of-life systems.

NexJ Solution

Wells Fargo Advisors selected NexJ Contact for Finance owing to its ability to seamlessly integrate with Wells Fargo's financial systems and third party applications. This included: Wells Fargo Advisors' custom security model, entitlements engine, operational data store, third-party customized advisor platform, batch email distribution system, and an in-house query and reporting tool. Over 10 years of A.G. Edwards client and interaction data was migrated to the NexJ Contact for Finance solution. NexJ's wealth-management specific capabilities, including client profiling, interaction history, householding,

and task and schedule management, were also integrated into Wells Fargo's existing advisor platform.

Specific functionality includes:

- CRM that is integrated within the existing workflow and applications of the current advisor platform
- Management of the lead-to-prospect-to-client lifecycle and tracking of all interactions and client history information
- Integration with the Wells Fargo Advisor to reflect financial holdings at the household level
- Search and segmentation of prospect and client data based on demographics and Wells Fargo Advisors' own householding visibility model
- Household-based view of clients and prospects, based on Wells Fargo Advisors' own householding model clients and prospects, based on Wells Fargo Advisors' own householding model
- Quick Note functionality to accelerate the logging of interactions with contacts
- Filtering contacts and households based on users' preferred view and access level
- Total adherence to security and visibility model

Benefits

With this solution, Wells Fargo Advisors have realized significant benefits. This includes increased advisor productivity owing to NexJ's wealth-management capability that save advisors time and allow for more opportunities to convert leads and referrals to sales. Second, advisors are more satisfied as the platform integrates all customer information and tools needed to deliver industry leading customer service. Lastly, advisors have developed an increase in client confidence and trust through targeted customer loyalty programs that drive relevant and proactive client interactions.

Results

The solution is live with over 20,000 users and will be rolled out to the entire population of over 30,000 advisors and support staff across Wells Fargo's five distribution channels.



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About NexJ Systems

NexJ is a leading provider of enterprise private cloud software, delivering CRM solutions primarily to the financial services, insurance and healthcare industries. Our next-generation, people-centered software combines industry-specific functionality with information from multiple applications and data stores to provide comprehensive knowledge of the customer or patient. Organizations use this knowledge to provide superior sales and service by enabling proactive interactions that influence behaviour.

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