



Finance Solutions

NexJ Client Onboarding

Enhance the Customer Experience

- Eliminate redundant requests for information
- Open new accounts quickly and easily

Drive Revenue

- Gather additional data to identify referral, upsell, and cross-sell opportunities

Improve Productivity

- Spend less time gathering data and more time selling to and servicing customers

Ensure Regulatory Compliance

- Take the guesswork out of regulatory requirements for different accounts, regions, risk tolerances, and more
- Save and use year-over-year data for auditing, periodic reviews, and proactive alerts

NexJ Client Onboarding is an integrated onboarding solution that automates and streamlines the entire client onboarding process. NexJ Client Onboarding helps firms reduce operational costs, improve efficiency and productivity, and ensure compliance with regulatory requirements. Clients enjoy a smoother onboarding experience, which is proven to correlate with a greater share of customer wallet.

Onboarding requirements differ for each client. Information gathering becomes more complex as clients from diverse jurisdictions with unique risk tolerances open different types of accounts. Advisors must wade through numerous possible forms, which takes time and introduces the risk of error. On top of that, paper-based or stand-alone client onboarding requires redundant data entry, making the whole process time-consuming, complex, and error-prone.

NexJ Client Onboarding's guided form fill and automated workflows take the guesswork out of client onboarding, collecting all necessary information for account opening, Know Your Client, Anti-Money Laundering, financial review, and other onboarding processes as required. This information is stored for auditing and use in proactive and periodic reviews and risk balancing. With NexJ Client Onboarding's smartforms and workflows integrated with CRM, firms can standardize client onboarding to improve the customer experience; increase accuracy, productivity and efficiency; and gather additional information for upsell and cross-sell.

The screenshot shows the NexJ Client Onboarding software interface. At the top, there is a navigation bar with icons for Home, Dashboards, Contacts, Schedule, Document Manager, Ad Hoc Reports, Configure, Leads, Call Lists, and a search bar. A user profile for 'Chris Steer' is shown on the left. The main content area has a title 'ABC Financial Client Onboarding'. Below it, a breadcrumb trail shows 'Client Profile' → 'Investment Strategy' → 'Account Set-up'. The 'Welcome' section contains an introduction: 'Welcome to the Client Onboarding Business Process. These SmartForms will guide you through the data entry and approval for a new client. Changes to existing Client or Account data can be performed through the Client or Account Maintenance Business Processes.' It also states that the process consists of three main phases: 'Client Profile', 'Investment Strategy', and 'Account Set-up', shown as a curved arrow. At the bottom, there are buttons for 'Save', 'Print', and 'Next'.

Powered by NexJ SmartForms and Workflows

NexJ Client Onboarding provides configurable smartforms and workflows that can be accessed from mobile and desktop devices to guide front office data capture and validation and coordinate back office account review, approval, and maintenance. Smartforms guide users through the data capture process, dynamically presenting applicable fields and forms in response to the data input and the existing customer profile, while ensuring data already available never needs to be re-entered. All forms are prefilled with information from integrated data sources to increase the speed and accuracy of client onboarding. As new data is captured, it is saved to the CRM system and appropriate back office data sources, eliminating the need for data re-entry and enhancing the information in enterprise systems.

NexJ Client Onboarding validates data, prompts for customer signature, and launches review, approval and processing workflows. Forms can be routed in sequence to multiple approvers and escalated if they are not processed within a defined time period. Once approved, final versions of all forms are stored with the customer record for future reference and proof of compliance purposes.

Once the client is onboarded, a similar process can guide the user through the process of periodic KYC updates and account maintenance. Each year's KYC forms are stored at the contact and account levels to provide a historical record of requirements and changes. Account Maintenance ensures client reviews are balanced and reviewed in accordance with regulatory requirements. Leveraging information collected during Client Onboarding and KYC, NexJ automatically assigns tasks and prompts users for action such as upcoming quarterly or annual review, KYC refresh, or portfolio out-of-compliance.

The screenshot shows the ABC Financial Client Onboarding software interface. At the top, there is a navigation bar with links for Home, Dashboards, Contacts, Schedule, Document Manager, Ad Hoc Reports, Configure, Leads, Call Lists, and Client Onboarding (Outsta...). The Client Onboarding tab is active. On the right side of the header, there is a date (Feb 9, 2015) and a status message (Outstanding, Priority B). Below the header, the main content area has a title "ABC Financial Client Onboarding". A breadcrumb navigation shows "Client Profile" → "Investment Strategy" → "Account Set-up". The left sidebar has a "Pages" section with links for Welcome, Personal Details, KYC Profile, AML Checks, Risk Profile (which is selected and highlighted in blue), and Recommended Strategy. The main content area displays a "Risk Profile" form. The first section is titled "1 Your Risk Tolerance". It contains three questions with radio button options:

1. Experience: How many years of experience do You have with risk-bearing investments such as Equities, Derivatives, Alternative Investments etc?
 - None
 - < 3 Years
 - >= 3 Years and < 6 Years
 - >= 6 Years and <= 15 Years
 - > 15 Years
2. Interest: How often do You follow developments in the financial markets (e.g. in the media)?
 - Never
 - Rarely
 - Sometimes
 - Regularly
 - Almost Daily or more often
3. Expectations: Do You believe over the long term (i.e. a period exceeding 5 years), riskier products with a higher potential return (e.g. Equities) are more attractive than less risky products with a lower potential return (e.g. money markets)?
 - No
 - Probably No
 - Undecided
 - Probably Yes
 - Yes
 - I do not agree
 - I do not fully agree
 - I partially agree
 - I generally agree

At the bottom of the form are buttons for "Previous", "Save", "Print", and "Next".

Begin Onboarding with the First Query

Profitable, loyal relationships are established and fortified over the course of multiple interactions during the first few months of contact.

From the moment a lead is identified and entered in the system, NexJ Client Onboarding guides users through best practice lead management, conversion, and onboarding steps to convert clients, speed the time to funding, and increase share of wallet. All information collected on leads, prospects, and contacts is captured in a robust contact profile and can be used to create proposals and pre-fill forms, information packages and other communications. This eliminates redundant questions and delays caused by errors or missing information.

An efficient onboarding process improves both the customer and the advisor experience. Advisors can devote more time to upselling, cross-selling, and courting new clients. Customers can access their accounts and begin transacting sooner.

Firms that automate the onboarding process typically see distinct measurable improvements in the time required to fund a new account. For example, NexJ's automated Account Opening Wizard helped a wealth management client dramatically reduce its account opening time from days to just hours, which resulted in more than \$1 million in trades on the first day alone.

Turn Obligation into Opportunity

NexJ Client Onboarding enables advisors to turn mandatory form filling into an opportunity to deepen client understanding and capture a greater share of customer wallet.

Smartforms and workflows guide advisors through each step and offer intelligent suggestions to maximize the value of every client. Dynamic, branching forms prompt advisors to gather additional data to tailor future product recommendations to the client's risk profile. For example, advisors can be prompted to capture details of assets held away; relationships that can be leveraged for leads and referrals; and life goals, events and personal interests that may trigger future calls and product sales. Taking the time to obtain a holistic understanding of clients' needs and assets in the early days of the relationship enables organizations to effectively increase its share of wallet at the time of onboarding and into the future.

Details	Steps	Attachments	Entry Criteria	Exit Actions	Form	
1	<input checked="" type="checkbox"/> 1. Approval by Investment Advisor					
	Assign to User assigned to the plan					For Contact in the plan
	Create immediately after start date of the plan					
2	<input checked="" type="checkbox"/> 2. Approval by Branch Manager					
	Assign to User assigned to the plan					For Contact in the plan
	Create immediately after complete date of previous step					
3	<input checked="" type="checkbox"/> 3. Approval by Regional Lead					
	Assign to User assigned to the plan					For Contact in the plan
	Create immediately after complete date of previous step					
4	<input checked="" type="checkbox"/> 4. Approval by Regional Manager					
	Assign to User assigned to the plan					For Contact in the plan
	Create immediately after complete date of previous step					
5	<input checked="" type="checkbox"/> 5. Approval by Compliance					
	Assign to User assigned to the plan					For Contact in the plan

Increase Operational Efficiency

NexJ Client Onboarding enables firms to realize operational efficiencies at the advisor and business-unit levels.

Advisors can complete onboarding appointments quickly and easily. They do not have to re-key data, determine which forms need to be filled out, or revisit clients for missing information, forms, or signatures. NexJ Client Onboarding presents advisors with all necessary forms, prefilled with data held in back-office systems. Unnecessary forms and fields are masked to prevent confusion and delays. Forms and fields change seamlessly and dynamically in response to the data provided. New data is validated on the spot to ensure it is accurate and complete before submission to the back office, preventing delays caused by missing information. It is immediately synchronized to back office systems for use in other processes and forms. Forms are automatically bundled, the appropriate pages printed for signature, and the entire package is electronically submitted to the appropriate individuals or work queues for approval. The entire process is swift, efficient and seamless to advisors and clients.

Comply with Regulatory Requirements

Financial firms are under tremendous pressure to comply with complex regulatory requirements. NexJ Client Onboarding enables firms to consistently support transactional and client-level compliance at the account, client, and enterprise-levels.

NexJ Client Onboarding integrates seamlessly with client profile, transaction, and interaction data and enables proactive and periodic notifications and alerts to help firms accurately assess risk and manage compliance requirements. Configurable, rule-driven forms and workflows ensure all mandatory information is collected and audited for KYC and AML, eliminating reliance on advisors to stay on top of ever-changing regulatory requirements. Integration with multiple, disparate data sources across channels, jurisdictions, and lines of business enables firms to assess enterprise-wide transactions, interactions, and geographic exposure when completing compliance requirements. Forms are automatically submitted to Compliance for review and approval prior to funding. Completed forms are saved in the contact record, with a record of all interactions, documents, and account activity to provide easy auditability and retrieval.

To learn more about NexJ Client Onboarding, visit www.nexj.com or email info@nexj.com.



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About NexJ Systems

NexJ provides enterprise customer management solutions to the financial services and insurance industries. Our solutions, which integrate information from multiple systems into a unified view, include industry-specific customer relationship management (CRM) for multi-channel engagement and collaboration; customer process management for client onboarding and KYC; and customer data management to better understand customers across line of business and regional data silos.

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