

# Client Onboarding

for wealth, insurance & mortgage advisors



## ● Wealth Management: Industry Situation



### CHALLENGES

- **CLIENT EXPECTATIONS:** Over 50% of global wealth will transfer to Millennials and Generation X by 2020.
- **RETENTION:** When assets transfer from one generation to the next, 50% of those assets do not stay with the originating institution.
- 62% of HNW clients want to meet their advisor.
- Wealth management firms do not have technology to support client meetings.
- Companies still use paper to onboard clients



### IDEAL SOLUTION

- Technology meeting HNW expectations of effortless onboarding that creates conversion
- Cost reduction and efficiency integrating into existing CRM systems.
- Harnessing client & open source data to match products and increase sales.
- Wealth management returns have been affected by global trends pushing firms to seek HNW clients.
- Intense competition with smaller firms exploiting disruptive software faster to compete against established companies.



### DESIRED OUTCOMES

- Defend market share from growing disruptive wealth management companies.
- Increase money under management by attracting and converting HNW clients.
- Grow the company by increasing the sale of products that fit the client.
- Automated trading and robo advisors are taking business away from companies.
- Wealth Management firms are at risk of being left behind by technology.
- Requirement to fight back and take initiative.

Introducing

## ● AI-powered Client Onboarding for Enterprise



### INCREASES CLIENT CONVERSION

- Streamline onboarding for higher conversion
- Eliminate duplicate onboarding steps
- Focus on relationships, not record keeping



### REDUCES OPERATIONAL COSTS

- Integrates directly into core CRM systems
- Sets input standards for regulatory compliance
- Eliminate the admin costs of paper recording



### NEW SALES OPPORTUNITIES

- Auto-match clients with suitable products
- Increase client time by reducing administration
- Predictive recommendation of client requirements



### FIRST IMPRESSIONS COUNT

- Set the reputation as a technology leader in the Wealth Management market.
- Meet expectations of millennials new to wealth management. Benefit from new clients advocating for you.



**MICHAEL LOCKYER,**  
Managing Director,  
Weald Wealth Management

We've wanted something like this for sometime.  
The app has really helped us save costs and  
improve our client engagement experience.

## ● Digital Clipboard + Microsoft Azure Artificial Intelligence

### Solution Alignment



#### ACCELERATING DIGITAL TRANSFORMATION

Digital Clipboard and Microsoft working together provide a breakthrough technology that sets the standard for digital transformation. Successful execution will dictate the winners and losers in the Wealth Management industry.



#### HARNESSING ARTIFICIAL INTELLIGENCE

Combining client and open source data to create an effortless onboarding experience. Artificial Intelligence provides unique, never seen before insights to match the best financial products to customer needs.



#### PROFITABLE GROWTH

Wealth management firms can take advantage of Microsoft's leading AI technology to break away from the competition. Technology provides the strategic advantage to create profitable growth.

Digital Clipboard and Microsoft working together allows wealth management firms to accelerate their digital transformation by harnessing Artificial Intelligence powered onboarding technology that increases in new client conversion, cuts operational costs and boosts sales.



## ● Customer Success Story



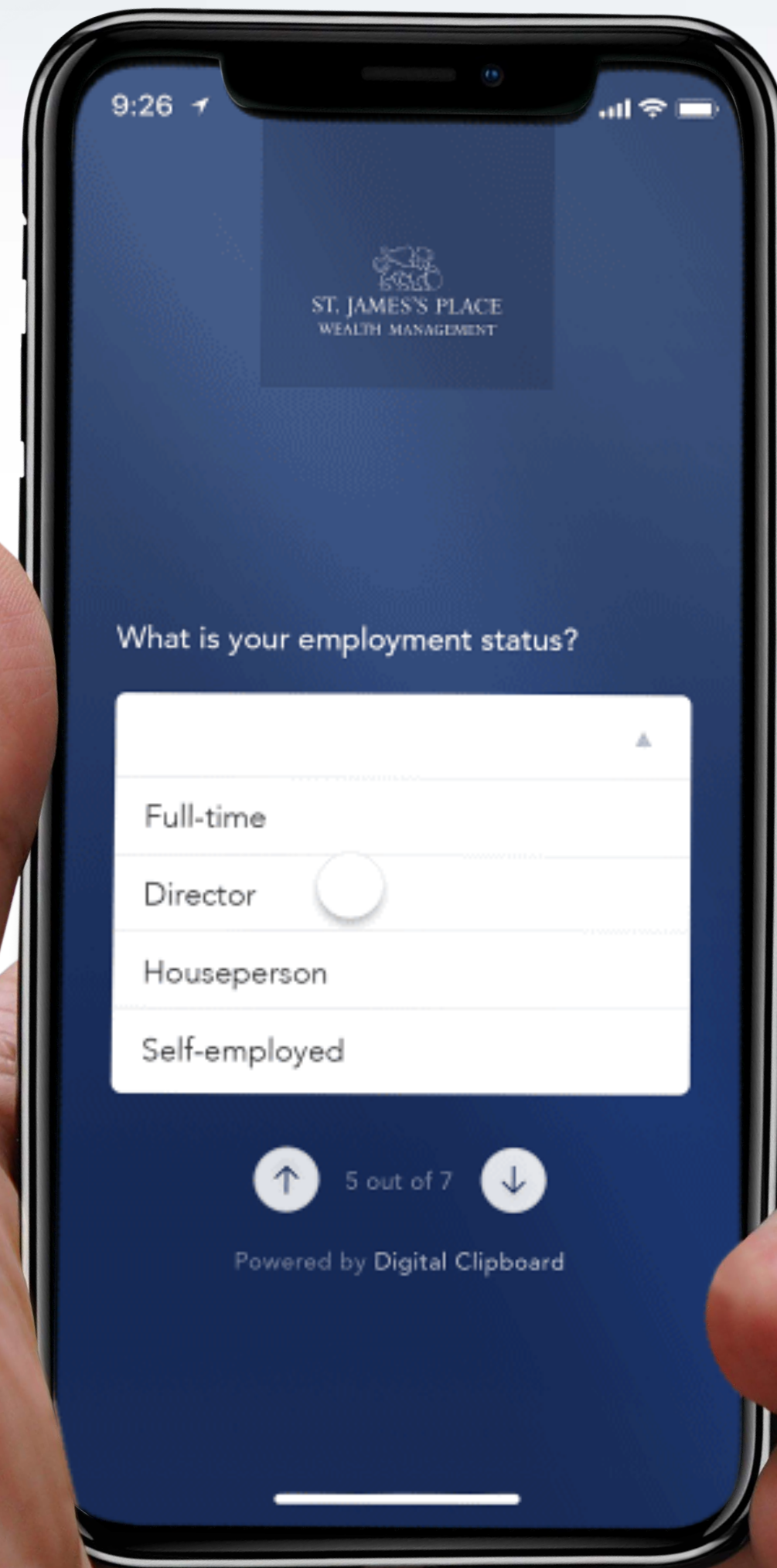
Proof of concept with UK's largest Wealth Management Firm.

- 3,600 financial advisors
- Fully digital client onboarding
- iOS, Windows & Web
- Integrated with Time4Advice, build on Dynamics 365





## ● Customer Success Story



9:26

ST. JAMES'S PLACE  
WEALTH MANAGEMENT

What is your employment status?

Full-time

Director ☒

Houseperson

Self-employed

↑ 5 out of 7 ↓

Powered by Digital Clipboard

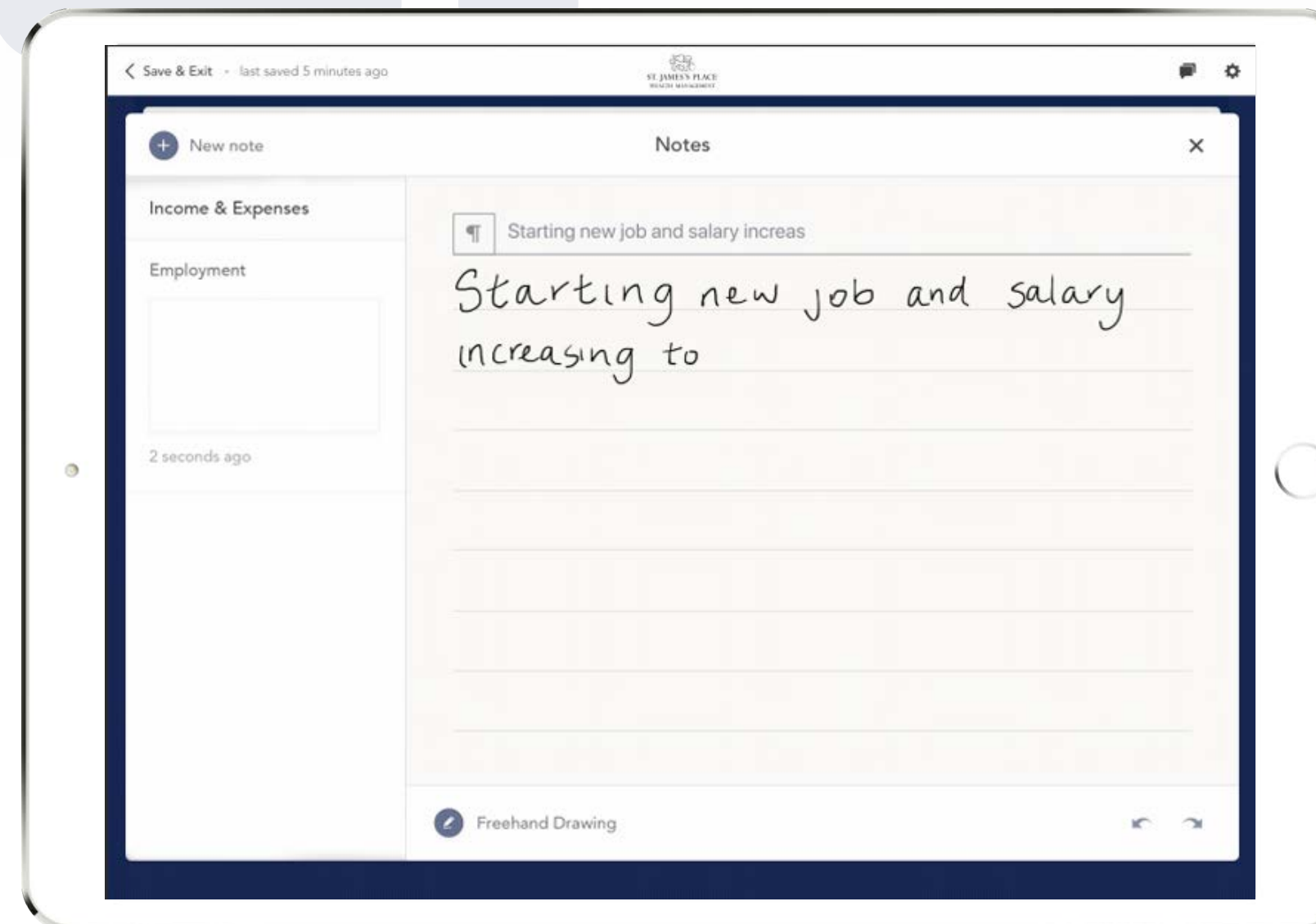
### Pre-meeting Engagement With Mobile Ready Forms

Start building your client relationships even before the first meeting. Mobile engagement helps you connect with clients at a time and place that suits them.

## Customer Success Story

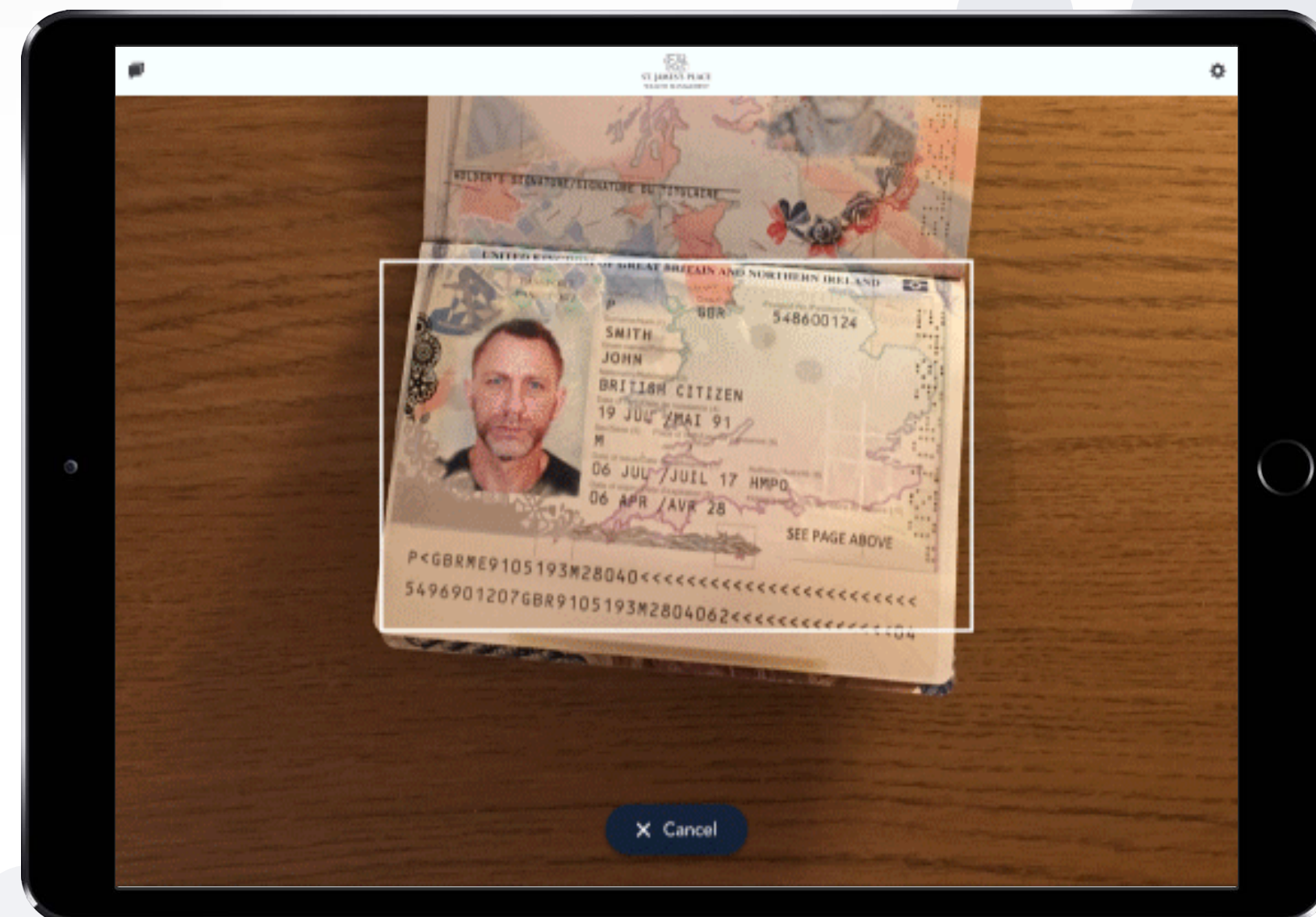
### Digital Handwriting

Our stylus first approach uses handwriting recognition to help you maintain client contact while capturing notes.





## ● Customer Success Story



### Identity verification for AML compliance

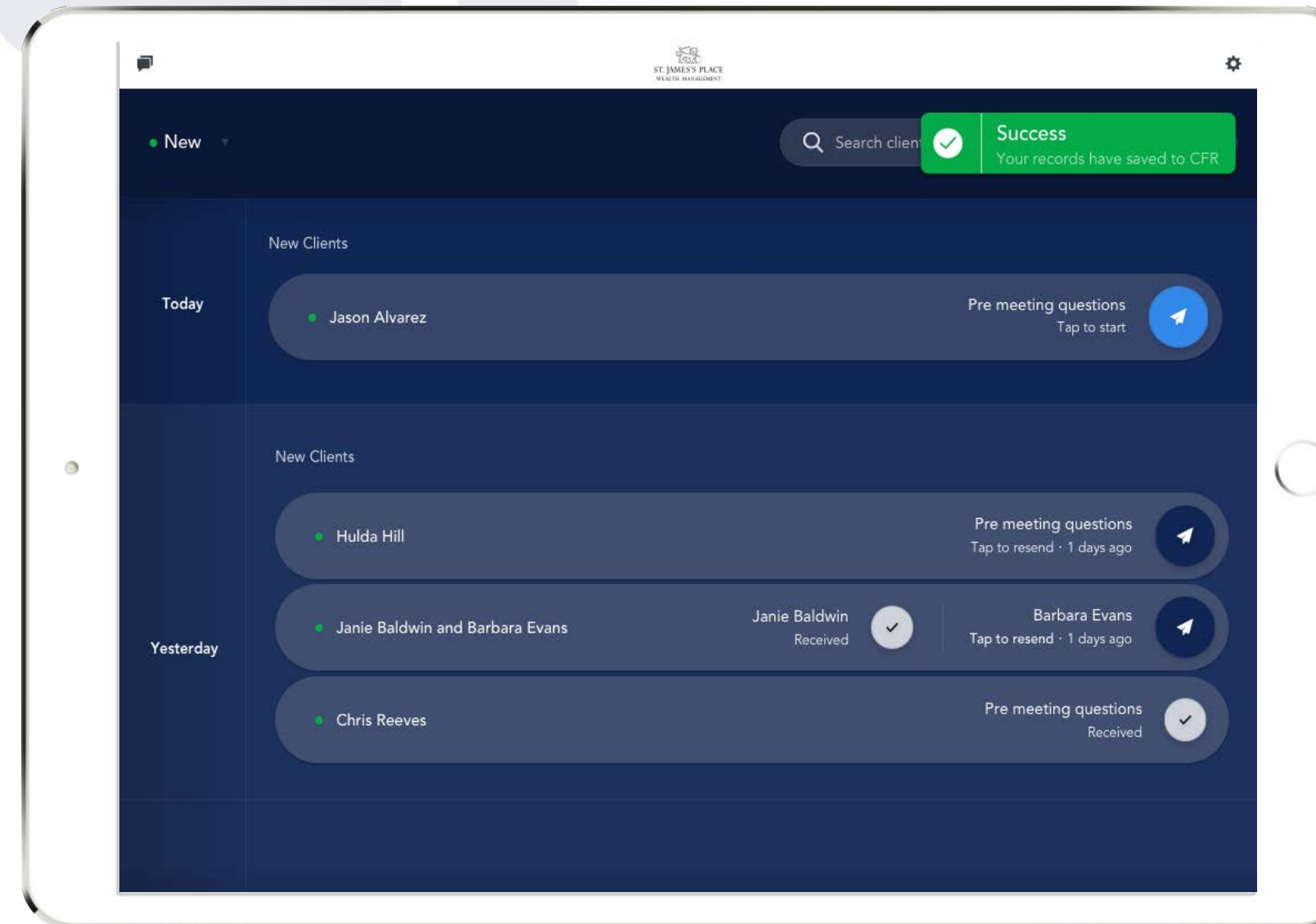
Digital clipboard in build scanners capture passport and drivers license details. The system integrates with leading 3rd party AML verification services.



## Customer Success Story

Drive efficiency with  
reduced Administration

We streamline your back  
office by connecting directly  
to your CRM. We integrate  
with leading CRM providers  
and technology vendors.



## About

Digital Clipboard Ltd established 2013  
Accelerated by Microsoft  
Enterprise license with St James's Place

### Customers and partners



Contact  
Tel: 0203 290 8096

[sales@digitalclipboard.com](mailto:sales@digitalclipboard.com)

70 Wilson Street,  
London, EC2A 2DB