

# WMX (Wealth Management Accelerator)

Accelerate & Optimize Lead Acquisition Journey

# Our Proposition

Enable Wealth Managers/RIA partnering with Lead provider firms to drive new client acquisition to

- Seamless experience
- Reduced time to market
- Scalable to several lead providers

## Journey Maps

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Customer journey maps

PS can help do Vendor Analysis based on Current State & Future State, overlaying Industry trends and future needs.

Workflow and Orchestration

Tech manifestation

PS can help integrate your current ecosystem with lead acquisition firm and automate processes.

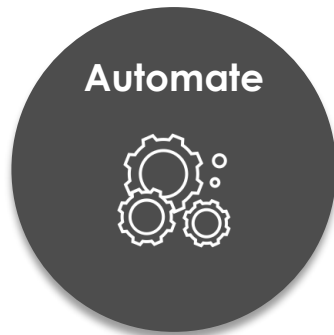
Fintech/ partner list mapping

PS can help in tracking the quality of leads and the conversion process in an automated way and help optimize the overall process.

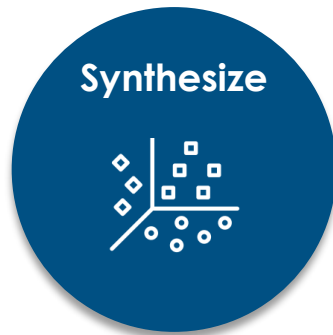
Playbook

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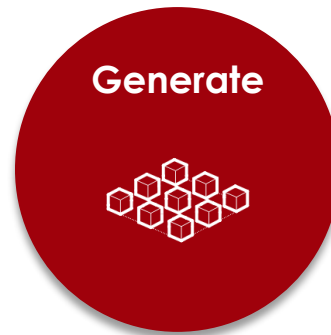
# Gen AI is 'super-powering' people and products



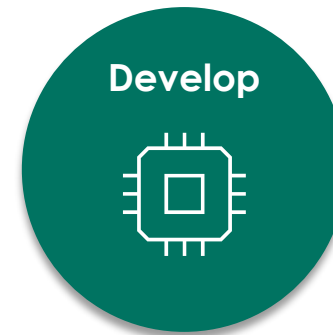
Task automation  
in all its forms from  
big to small



Data summarization,  
recommendation,  
insights, and decision  
support



Summarizing,  
creating, or  
optimizing  
content in its  
myriad forms



Creating,  
optimizing, and  
documenting  
design & code



Information,  
execution, or emotion  
support through  
cognitive agents

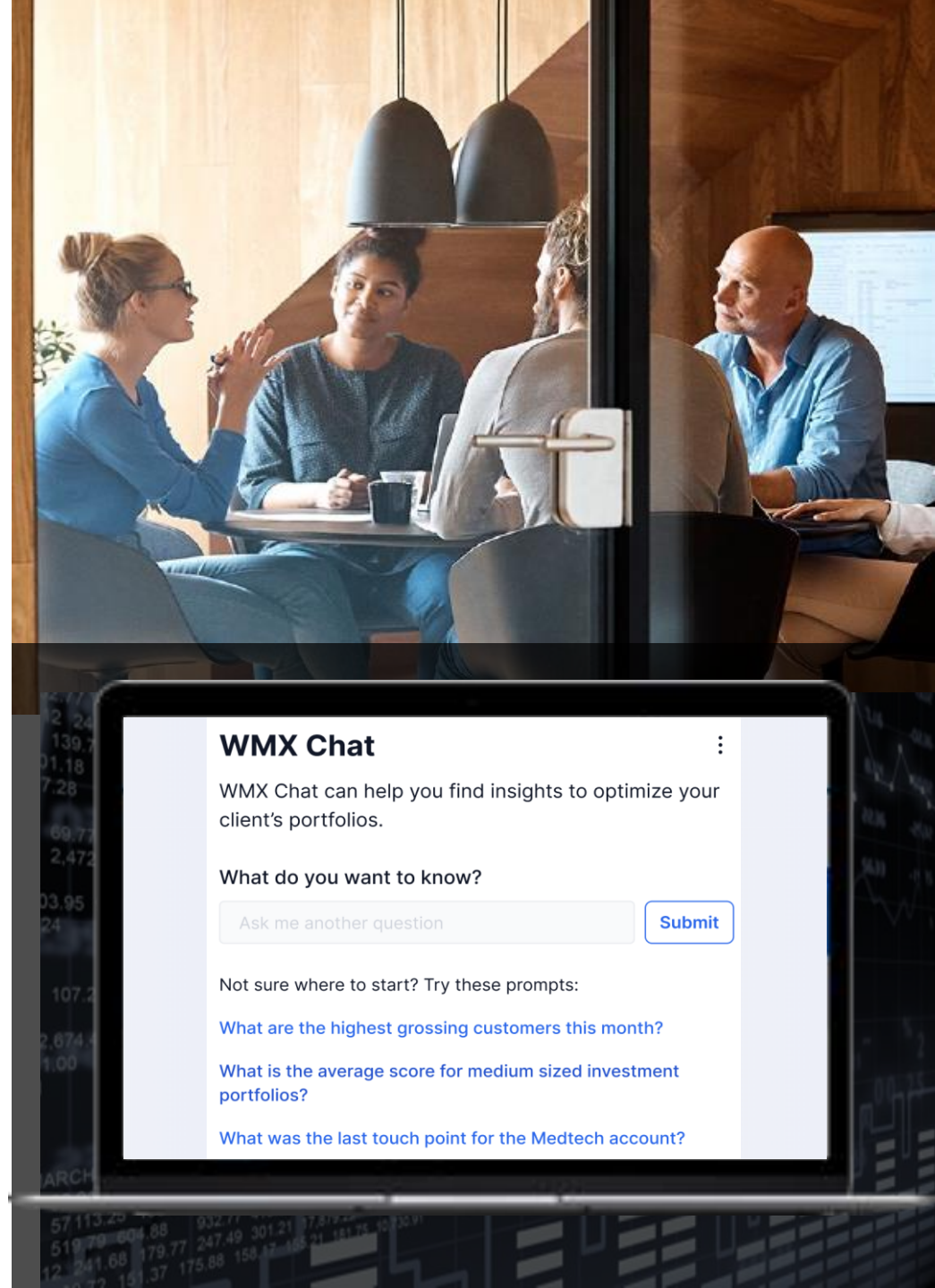
# Empowering Advisor with next-generation conversational experience empowered with Generative AI Assistant

## Key Challenge

- Advisors are unable to keep up with the large number of **research reports, internal documents, legal and compliance policies**, disclaimers and additional information that they have access to. There is no easy way to review and pull meaningful insights from all that content.
- Advisors' **clients' financial data** (accounts, transactions, statements, etc.) are spread across many inflexible, inconsistent, and disconnected systems.

## Solution Approach

- Empower advisors with a **single, unified conversational interface** to query documents and client data using **natural language**.
- Applying Generative AI to derive **meaningful answers and insights** from this documentation and client data that Advisors can use to accelerate and increase the efficiency of their workflows.



### WMX Chat

WMX Chat can help you find insights to optimize your client's portfolios.

What do you want to know?

Not sure where to start? Try these prompts:

[What are the highest grossing customers this month?](#)

[What is the average score for medium sized investment portfolios?](#)

[What was the last touch point for the Medtech account?](#)

# WMX Key capabilities

## Key Capabilities

### Unified Interface

- **Q&A:** Provide question/answer based response based on documents ingested
- **Summarization:** Summarize research findings/insights based on natural language inputs
- **Clients Insights:** Ability to query the clients' financial information in natural language
- **Other use-cases:** *Prospect creation, Self-service, Statements, etc.*

### Search

- **Semantic search:** Ability to provide the search results for text-based queries based on the context
- **Semantic ranking:** Ability to support ranked search based on established criteria
- **Type-ahead (autocomplete):** Ability to provide the suggestions as advisor/user type in the query

### Common Features

- **Content ingestion:** Ability to ingest unstructured documents (PDFs, Word documents, Text Documents) in an incremental manner, and index it for contextual search
- **Role/permission-based search:** Ability to control the access to the documents and results data with advisor/user in context
- **Legal & compliance check:** Ability to check pre & post processing of response from legal & compliance perspective

## Key Outcome

Relevant and meaningful response using Microsoft Azure OpenAI with enterprise data in context; providing insights to the advisors with improvement loop based on advisor feedback



Welcome Back Karen Jones!

Overview

Sales

Planning

Portfolio

Trading

Reporting

Customize Dashboard

WMX Advisor Overview

As of May 31, 2023

Total AUM

\$726M +5%

Total Clients

2,803 -2%

Median Portfolio Value

\$226,800 +5%

3-month AUM Change

7.51% +5%

Average Portfolio Value

\$316,120 +5%

Action Items

These are the accounts and objectives you interact with as a wealth management adviser.

Status

To Do

Filter

Type of Account

Individual Managed (19)

Joint Managed (143)

Objective

Income (89)

Growth (34)

Capital Preservation (19)

Status

Failure (89)

Warning (34)

Success (19)

Trade Failure

ACME, LLC

Due to an oversight committee we cannot process your trade.

Trade Successful

ABC123, LLC

The trade was successful. Take a load off.

Trade Successful

ABC123, LLC

The trade was successful. Take a load off.

Trade Warning

ACME, LLC

Awaiting approval from certain employees.

Trade Warning

ACME, LLC

Total AUM

\$500,000,000 USD

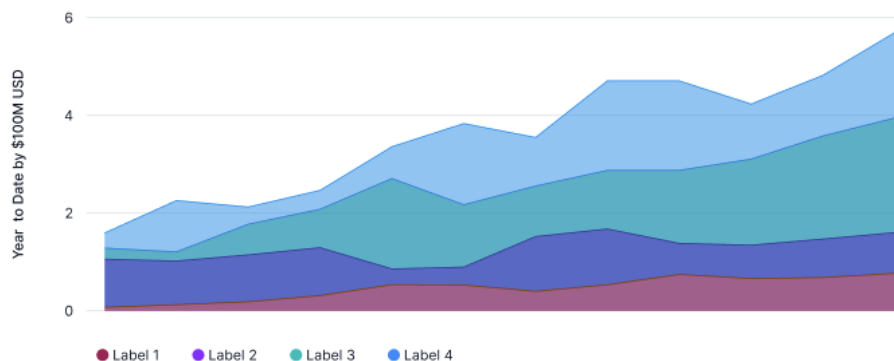
YTD

1 yr

3 yrs

5 yrs

10 yrs



Sales & Revenue

These are the sales and revenue you interact with as a wealth management adviser.

Sales

Revenue

Gross Revenue

+5%

\$7,000,000.00

Net Revenue

+3%

\$5,000,000.00

Total Sales

-2%

\$5,000,000.00

Top Clients

These are the top clients you interact with as a wealth management adviser

Table with columns: Account Name, Account Type, Total Value, Last 30 Days. Lists clients like Bob's Business, Helen's Business, Sara's Business, and Chris's Business.

1 2 3 ... 10 >

View all (122)

WMX Chat

WMX Chat can help you find insights to optimize your client's portfolios.

What do you want to know?

Ask me another question

Submit

Not sure where to start? Try these prompts:

Find me some low volatility ESG funds I can use for my clients.

Explain how high inflation is impacting private wealth management.

How does New York State Tax Code influence my portfolios?

Overview Leads Planning Portfolio Trading Reporting

WMX Advisor Overview

As of May 31, 2023

Total AUM **\$ 15 B** +5% Total Households **2,803** +5% Average Portfolio Value **\$ 2.2 M** -5% 3-month AUM Change **7.51%** -5% Total Revenue **\$ 213.2 M** +5%

Action Items

These are the accounts and objectives you interact with as a wealth management adviser.

Status To-do Filters

- New Lead**
  - Mosberg Family
 

Trish Mosberg referred Bill Mosberg. [View lead details.](#)
- Account Opening Failure**
  - Johnson Family
 

We were unable to open an account at this time. [Here is an explanation of why you could not.](#)
- Money Transfer Successful**
  - Richards Family
 

You successfully transferred \$1.5M to funding

Household Growth



My Leads

These are your current active leads and how they are categorized.

Leads by source



Calendar

This is an overview of your current week.

TODAY June 21, 2023

- Call with Michael Davis** 9:00 A.M.
 

Notes for event here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam volutpat lectus ac lorem hendrerit, nec tincidunt.

[Join Meeting](#)
- Title event** 10:00 A.M.
 

Notes for event here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam volutpat lectus ac lorem hendrerit

[Secondary Action](#) [Send Email](#)
- Reminder to do XYZ Action** 12:00 P.M.

Top Households

These are the top clients you interact with as a wealth management adviser

Account Name	Account Type	YTD Returns	Total Value	Total Value
<input type="checkbox"/> McKinley Family	Roth IRA	9.3%	\$100,234,567.89	
<input type="checkbox"/> Smith and Family Trust	Trust	7.2%	\$40,234,567.02	
<input type="checkbox"/> Richard's Foundation	Foundation	2.6%	\$17,534,567.90	
<input type="checkbox"/> Chris Family	Roth IRA	2.1%	\$26,034,567.14	

< Previous 1 2 3 ... 9 10 Next >

[View all \(122\)](#)

Wilma

Write a command or question to get started

Write something

All Productivity Leads Trading Reporting

Generate Email

Description

Preset tool

Description

Preset tool

Description

Preset tool

Description



**Bill Mosberg**  
Lead/JobRole

**Contact Information**

New York, NY  
212-123-4567  
b.mosberg@outlook.com  
[View more details](#)

**Lead Score**

58/100

Potential for more engagement

**Services needed:**  
Trust services

**Lead Progression**



**Center of Influence Connections**



Search by activity, notes, emails, and more...

**Activity**

- All Activity Notes Emails Calls Tasks Meetings

Add New

Last 7 days

**UPCOMING**

**Introductory meeting with Bill Mosberg** DUE: AUGUST 11, 2:30 PM

Meeting agenda:

- finish initial intake questionnaire
- address his concerns regarding high interest rates
- introduce estate planning services to Bill
- talk about philanthropy options

Task Priority: Medium Assigned to: Karen Oswald

Cancel Meeting Start Meeting

**SUGGESTED**

**Send information on estate planning services** COMPLETED: JUNE 21, 2023

Bill Mosberg is inquiring about the trust. Send email that outlines our trust services.

Task Priority: Medium Assigned to: Sean Musk

Remove from Suggested Add Task to Upcoming

**ACTIVITY HISTORY**

- Bill Mosberg responded to introductory email** COMPLETED: JUNE 21, 2023  
Bill expressed interest in a 1 on 1 meeting.
- Message exchange with Dan Brown** COMPLETED: JUNE 21, 2023  
Dan Brown provided background information on Bill Mosberg and possible services.
- Message exchange with Robert Carthy** COMPLETED: JUNE 20, 2023  
Robert shared information about...
- Notes with initial meeting with Robert Carthy** COMPLETED: JUNE 19, 2023  
Bill Mosberg is concerned about high interest rates and its effect on his fixed income assets.
- Review lead information on Bill Mosberg** COMPLETED: JUNE 18, 2023  
Bill Mosberg is a new lead that came in through Dan Brown

**WMX AI Generator**

**Text Generator**

**Context**

0/100

Tell us what you would like to write about

**Length**

- Short Medium Long

**Tone**

- Formal Casual Enthusiastic Persuasive Direct/Concise Apologetic Light-hearted

**Format**

- Icon Icon Icon Icon Icon Icon Icon

**Key Points**

Write phrases or words to include + Add

**Add Additional**

- Attachment Image GenAI Graph

Generate Text Draft



publicis  
sapient