intellectAI

Empowering Relationship Managers to enable superior customer experiences:

A deep dive into WealthForce.AI

WealthForce.AI

AI LED WEALTH ORCHESTRATION PLATFORM

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Wealth Industry Overview

The wealth management industry has grown dramatically during the last 20 years, fuelled by a wave of innovation and experimentation. The industry is currently experiencing a long-term generational change as wealth shifts from baby boomers to millennials. Due to this change, there are now new customer wants, rapidly expanding market sectors, and a need for new products and business models. Women, first-time investors, and hybrid wealthy investors, who will rely on both advisor-led and self-directed decisions, are fast-growing sectors. Women investors are poised to dominate the next decade. Meanwhile, active traders and new, engaged investors are entering the market, seeking to take control of their investments and engage with the markets in a more dynamic manner.

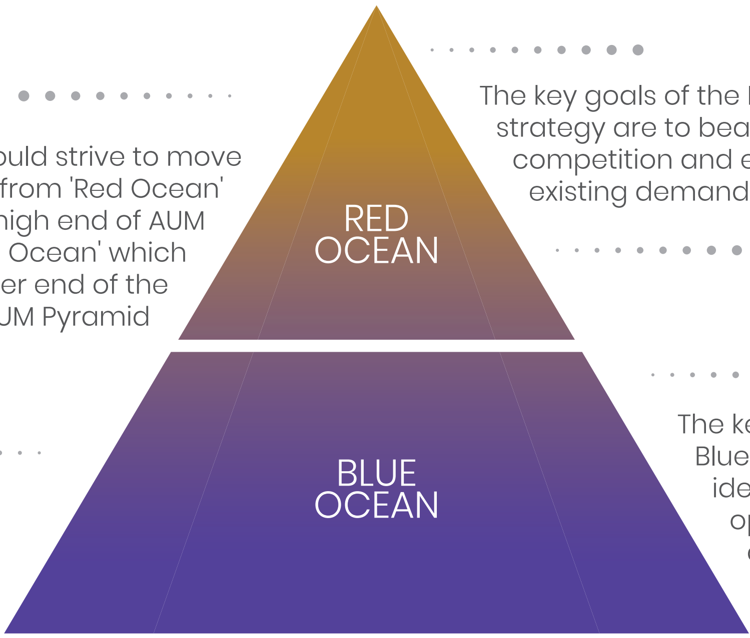
A robust wealth platform is required to help banks and asset management firms achieve this objective.

To be able to serve this much larger pool of wealth customers effectively, the relationship managers (RMs) need to be empowered with super tools to make superior decisions. These superior decisions enable RMs to provide superior service and deliver superior care.

On the other hand, the wealth customers expect insights-backed comprehensive advisory services at their doorstep - where they want it, when they want it. Mobility then becomes the starting point and not the endpoint of empowerment. It now underpins the activity on the RMs with an eye on changing client demands, as clients want on the spot and intuitive advice. To empower the RM to provide superior care, they should be able to access the data and be able to make quick decisions to be ready to serve an expanding client base in a span of a few minutes.

Wealth being a high emotive business, empowering relationship managersto deliver superior differentiated, and personalized investment advice is crucial for wealth management firms, more than ever with a firm eye on reducing the cost to serve. Equipping the relationship managers with the right set of superior tools to make superior decisions is the key differentiator to provide efficient and effective services.

Wealth Platform should strive to move Organizations from 'Red Ocean' which is at the high end of AUM pyramid to the 'Blue Ocean' which is the lower end of the AUM Pyramid



The key goals of the Red Ocean strategy are to beat the competition and exploit existing demand.

The key goals of the Blue Ocean strategy are identifying the right market opportunity and making the competition irrelevant.

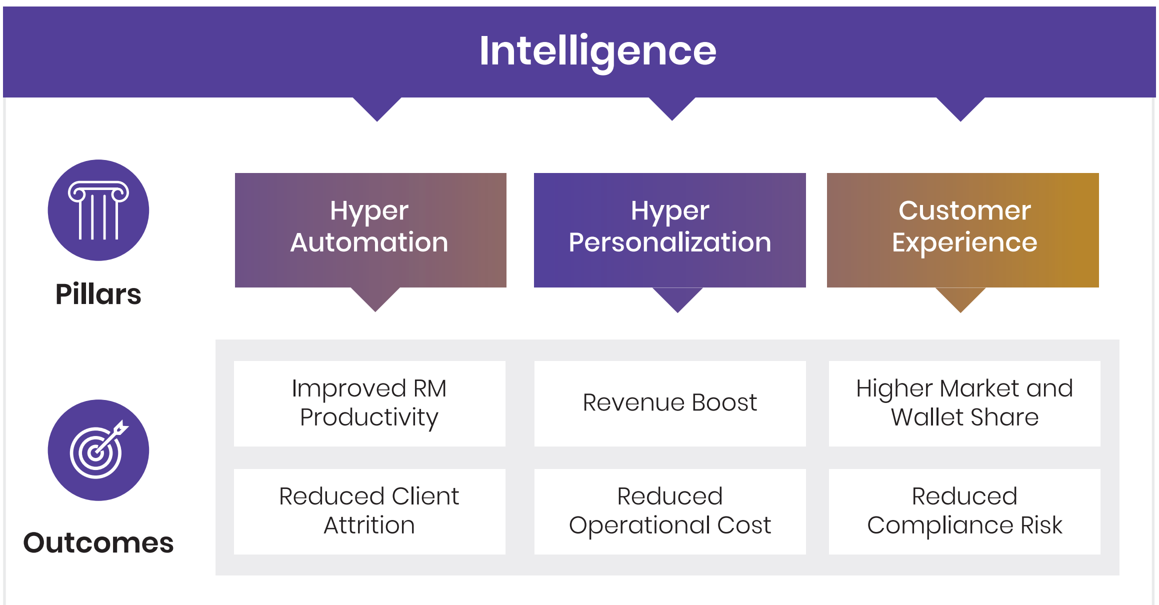
AuM Pyramid

WealthForce.AI is all about....

Imagine having the power to empower your relationship managers with cutting-edge technology, delivering hyper-personalised services to your clients with the highest accuracy of outcome and a superior customer experience. That's exactly what WealthForce.AI brings to the table, powered by eMACH.ai architecture.

Our flagship product, WealthForce.AI, is BIAN-compliant and built specifically to empower relationship managers. It leverages custom AI models, intelligent data insights, and emerging technologies to deliver a level of service that is unmatched in the industry.

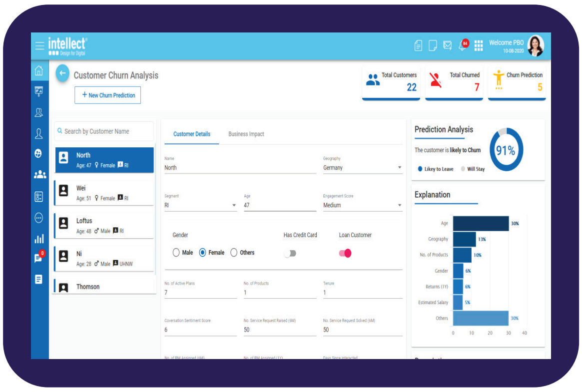
The focus of WealthForce.AI is to boost revenue specifically by enabling hyper automation, hyper personalization, and a superior customer experience.



Hyper-Automation

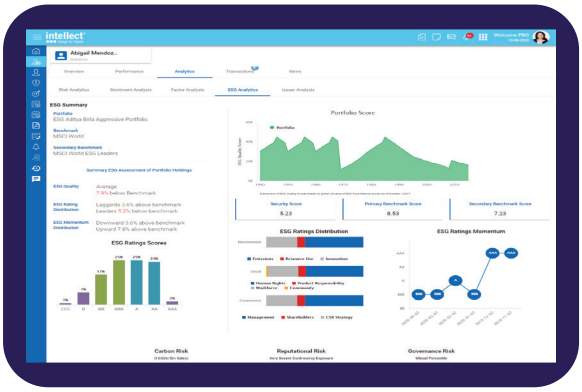
Customer Engagement Indicator shows the engagement score

- Machine Learning based engagement score predictor
- Explain the reasons for high and low scores
- Self trained over a period of time



ESG Analytics

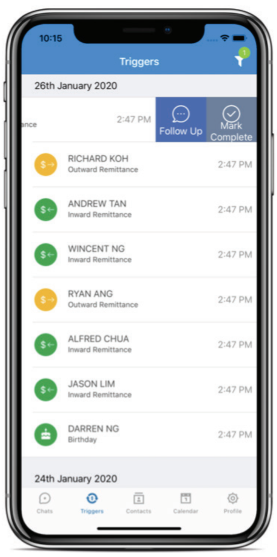
- Interfaces with MSCI and CIEC for ESG Investing and Benchmarking
- Derive ESG Portfolio Score at a consolidated level
- Benchmark against ESG indices



2 Hyper-Personalization

Smart Nudges – Next Big Thing

- Take the data and create the knowledge to drive nudges for customers
- Promote an optimal choice without restricting options
- Digitally fulfil the transactions end to end
- Increase customer stickiness

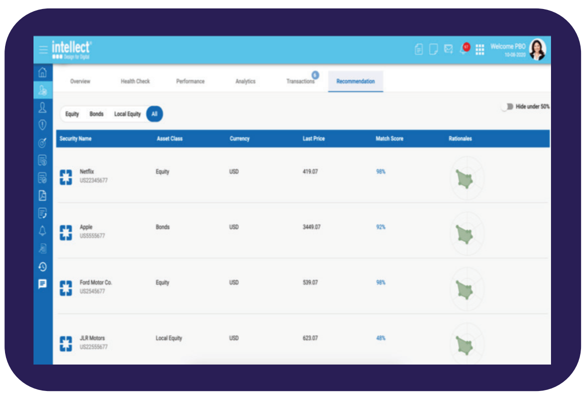


Following are some of the samples of Nudges:

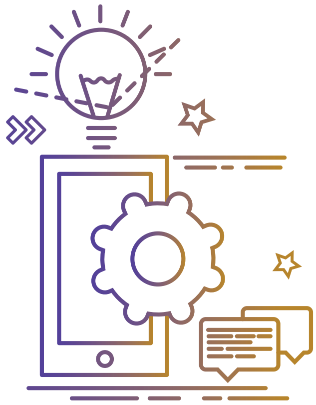
Description	Description
Peer Comparison	What peers are doing at your age
Cross Tab	Next Best Product
Portfolio Optimizer	Nudge customer to a higher allocation
Held away assets	Consolidate all the held away assets across banks
Money Management	Revaluate Portfolio and suggest better model portfolio
Open Market Tap	Nudge customer to buy similar product from own bank
Portfolio Health Check	Financial Health Check

Hyper-Personalized Recommendations

- Collaborative filtering based recommendation system
- Provides recommendations based on past behaviours and investment objectives
- Provides Matching Score for informed decision making



Contextual Investment Proposals



- Showcase the existing assets and savings allocation for each goal
- Showcase the recommended asset and savings allocation for each goal
- Arrive at the variance of investments/ savings allocation - actual vs. recommended
- Generate draft financial plan to bridge the variances in the actual vs. recommended investments and savings allocation

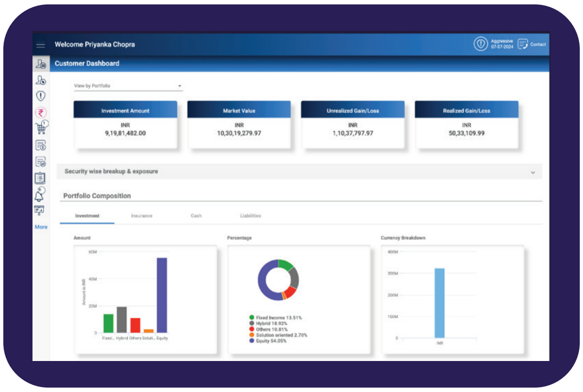
What if and Simulation

- Project optimistic and realistic returns using Modern Portfolio Theory and Monte Carlo Simulations
- Simulate and compare as-is with what-if portfolio
- Takes more than 25+ customer attributes into account

Customer Experience

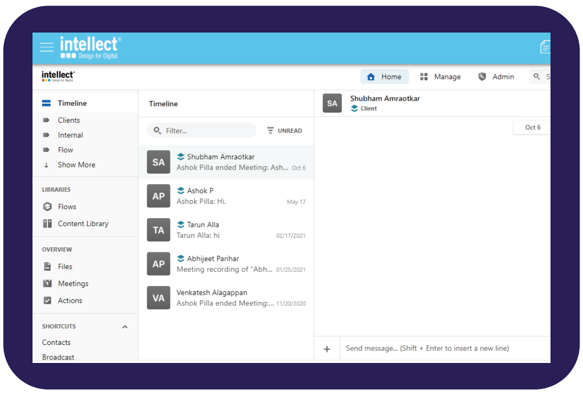
Customer 360

- Composite customer 360 across Investment, Insurance, Cash and Liabilities coverage
- Ability to drill down across various slices and dices with look-through support
- Multi-product, multi-currency, multi-level aggregation to provide a summary view of client portfolio
- Ability to capture Held-away assets
- Anytime, anywhere



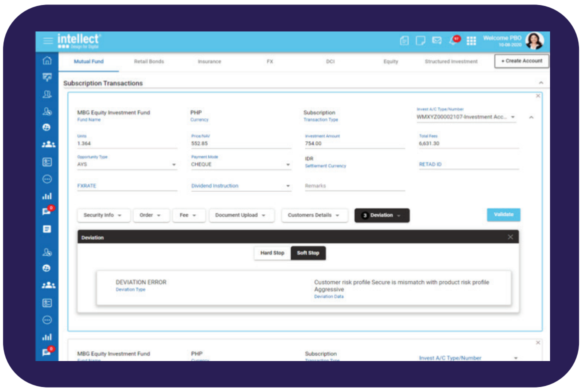
Virtual Advisory

- Secure video meetings with screensharing and annotations
- Build powerful interactions flows with ease
- Complete interaction capture for audit
- Increase app usage & engagement



Realtime Validation and Compliance Checks

- Secure video meetings with screensharing and annotations
- Easily build powerful interaction flows
- Complete interaction capture for audit
- Increase app usage and engagement



Digital Transformation Drivers

Magic Submission

Magic Submission is an AI, ML and NLP based product that helps in the contextual and intelligent 'automation' of the submission intake process for commercial insurance carriers; thereby freeing underwriters to focus on more qualitative tasks within their role.

Intellect iESG

Intellect iESG uses AI and machine learning to provide asset managers and other financial institutions access to the most comprehensive, relevant, and up-to-date information regarding the iESG impact of companies in their portfolio, regardless of the source.

iSherlock

iSherlock is a Big Data and AI based cloud native solution that accelerates and enriches the process of due diligence by automating the routine tasks like data aggregation, validation, cleansing etc. to help manage governance, risk and compliance.

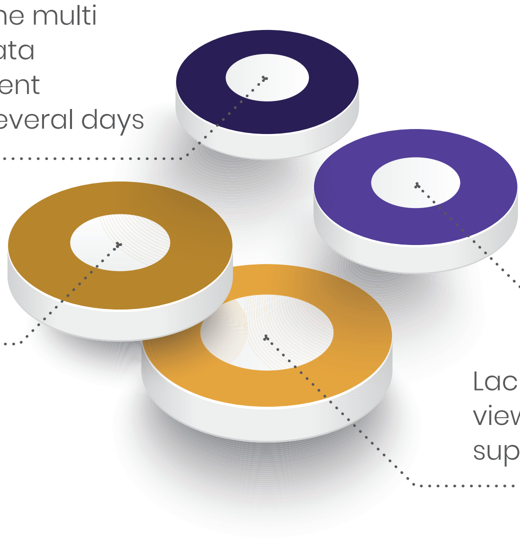
Success Story

Regional Digital Transformation for South East Asia's 5th largest bank

One of IntellectAI's most notable implementations has been at ASEAN's 5th largest bank with a multi-country rollout across Malaysia, Thailand and Singapore.

Key Challenges

1 Delayed customer engagement as the multi step process of data collection, document verification took several days



2 High compliance risk due to possible mis-selling

3 Unavailability of alerts to take timely action

4 Lack of 360 customer view to the RMs and supervisors

Solution Provided

1. The omni-channel tech stack enabling accessibility across channels, empowered RMs to serve customers - anytime and from anywhere
2. The solution enabled a 360 degree view of all customer information - personal and financial - on a single platform
3. Capability to provide end-to-end digital account opening and digital order capture for wealth clients
4. Mobility first design with latest UX features
5. Business rule engine flexibility and scalability to add products within a strong compliance framework
6. Analytics based data insights for informed decisions
7. Product organized at API level - enables personalization, collaboration and innovation
8. Intelligent decision engine backed by BPM and business rules allowing multi level approval process bundled in the product
9. Orchestration of personalized journeys and product recommendations based on customer segments defined by the local regulatory frameworks (especially relevant for Singapore)

Business Impact

1. 30% increase in customer base vis-a-vis the projected 20%
2. 80% improvement in portfolio review time per customer
3. Seamless flow of customer information across interfaces and devices
4. Hyper-personal advisory to each customer
5. Better and lower cost of compliance
6. Better supervision and guidance for RMs with the supervisor view
7. Easy compliance management through inbuilt regulatory framework
8. Reduced time for investment account opening from hours to minutes.

Success Story

Digital Transformation of the International Private Banking System for India's 2nd largest bank

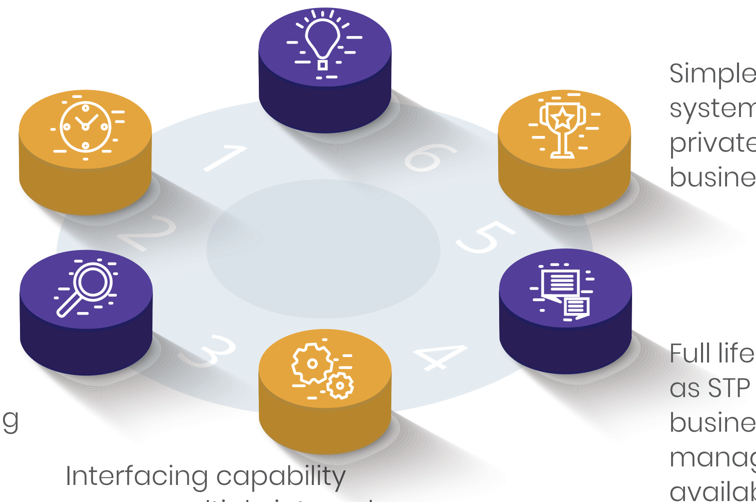
One of Intellect's earliest digital wealth transformation projects was implementation of the international private banking system for India's 2nd largest private bank. The solution was aimed to boost the bank's operational efficiency to meet the customer demands.

Key Challenges

System lacked an integrated view of private banking.

Lack of global wealth platform support including support of multiple entities, geographies, time zones, and currencies.

Simple Excel based system is used for private equity business.



Lack of a comprehensive and customized MIS and reporting facility

Full lifecycle support, such as STP for private banking business, wealth management is not available

Interfacing capability across multiple internal and market information systems was not present.

Solution Provided

1 An end to end digital workflow of order placement to settlement process

2 Capability to support multiple asset classes

3 Analytics based data insights for informed decisions

4 Relationship based statements and client reporting system to generate comprehensive reports

5 Integrated customer relationship view and CRM platform for better customer engagement

6 Integrated application security for profile based access

Business Impact

01 Increased RM productivity as a result of migration from an Excel based system (over 80+ Excel) to a GUI based open platform

02 Better, faster, more transparent transactional services for private banking clients

03 Reduced operational costs through proven process automation, reporting and MIS

04 Integrated solution sets eliminated reconciliation burdens with better comprehensive MIS and reporting facilities.

05 Standardized and configurable parameters and work flow lowered total cost of ownership over time

Awards and Accolades

IDC

Intellect was named a winner under the Efficiency and Agility category at 2020 IDC Real Result Awards for its digital wealth transformation at CIMB Thai bank.

IBS

Intellect Wealth adjudged winners in the IBS Intelligence Global Fintech Innovation Award 2020 under the Most Innovative API / Open Banking Model category for its API led initiative with MAS' APIX.

WEALTHTECH 100 AWARDS

Recognised as a WealthTech100 company by Fintech Global for Transforming the Wealth Management Industry.

FORRESTER

Intellect has featured in the Forrester's Wave report for Digital Wealth Management Platform. Identified as one among the 13 globally significant wealth platform for this "By Invite Only" Wave, Intellect has been rated high for the breadth and depth of its functionalities

GARTNER

Intellect Design has been listed amongst prominent Wealth Management vendors in Gartner's report titled Banker's Guide to Client-Facing Wealth Management Capabilities

AITE-NOVARICA

Intellect Design is ranked 4th in the core banking vendor landscape for wealth management in Europe and the Asia-Pacific in Aite-Novarica's report titled "Aite Matrix: Wealth-Management-Focused Core Banking Systems in Europe and Asia".

CELENT

Intellect Wealth Qube® has been profiled amongst major vendors in Celent's European Wealth Management Technology Vendors report - Evaluating Front-to-Back Office Platform Vendors

IBS

Intellect Design has been ranked #2 in Private Banking and Wealth Management in its Annual Sales League Table 2022

We would be happy to schedule a call for your team and you

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