

AI Driven Personalization in Wealth Management

Business Problem

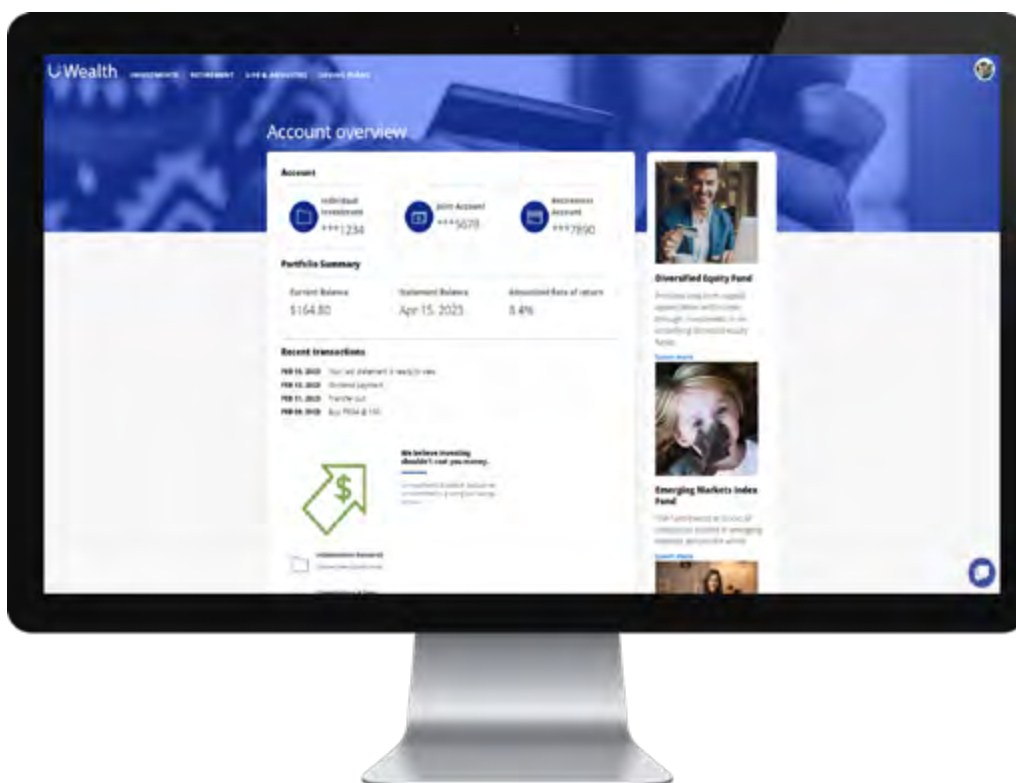
The wealth management industry is under pressure to increase revenue and wallet share, in a “hyper-personalized” competitive environment. Today, clients utilize digital channels even when they have a dedicated advisor and expect to get access to investment recommendations and financial advice round the clock. Self-service portals for investors is imperative, to improve the asset managers’ productivity and subsequently increase the number of clients served.

Solution Overview

The Wealth Advisory solution powered by Pega Customer Decision Hub, provides hyper-personalized financial advisory by recommending the right mix of investments based on the customers’ needs, risks, liabilities, and goals. The solution aims at democratizing access for

retail investors to customized portfolios that reflect their personal convictions, tax circumstances, and risk tolerance. The salient features of the solution are highlighted below:

- **Tailored recommendations** based on needs analysis, risk attitude and financial goals.
- **AI powered investment** advice for queries on portfolio diversification, impact investments, tax-managed investments etc.
- **Measure the success** of the marketing effort and level of customer engagement by impression & click-through analytics.
- **Prioritize offers based on real-time asset performance** and leverage existing client portals to display product recommendations using real-time containers.





Solution Tenets

AI powered recommendations

Incorporate client's wealth snapshot and client preferences like ESG, tax management and monitor portal activity using interaction history.

Self-Service Investor Portals

Put more control in the hands of investors to maintain long-term customer relationships

Adaptive Models

Monitor customer response, click throughs and success rate by utilising predictors like client demographics, customer lifetime value, income etc.



Questionnaire for tailored advice

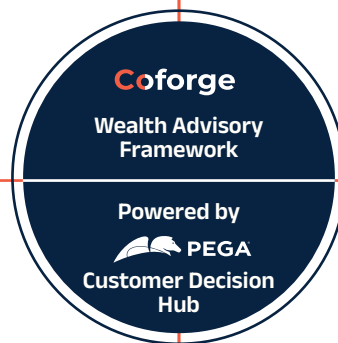
Questionnaire to set up the customer's financial profile, assess risk attitude, and evaluate financial goals, that will provide tailored recommendations.

Analytics on Offer Acceptance

Analytics on acceptance rate, volume by proposition, volume by channel etc. Insights on adaptive model performance

Conversational AI

Repetitive FAQs/Inquiries handled through Chatbot
Real-time guidance on complex business terminology



Business Benefits

Improve Client Engagement

Craft a unique client experience with AI powered recommendations to bolster engagement and retain assets

Advisor Productivity

Improve Advisors' efficiency, NPS and cost-to sell ratio with real-time data on fund performance and FAQs/Inquiries handled through Chatbot

Increases sales effectiveness

Increase conversion rates with personalized recommendations and analytics on offer acceptance rate, volume by proposition etc.

Improve Investor relationships

Proactive maintenance of investor wealth by enabling an adaptive asset mix with portfolio rebalancing

Drive digital innovation

Leverage ChatGPT and Adaptive models for AI-empowered investment advice thereby reducing costs

Smarter, faster decisions

Real-time insights on fund performance for both advisors and clients, leading to a curated user experience.

About Coforge

Coforge is a global digital services and solutions provider, that enables its clients to transform at the intersect of domain expertise and emerging technologies to achieve real-world business impact. A focus on very select industries, a detailed understanding of the underlying processes of those industries and partnerships with leading platforms provides us a distinct perspective. Coforge leads with its product engineering approach and leverages Cloud, Data, Integration and Automation technologies to transform client businesses into intelligent, high growth enterprises. Coforge's proprietary platforms power critical business processes across its core verticals. The firm has a presence in 21 countries with 25 delivery centers across nine countries.

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