

Omni channel by design

a platform approach to delivering superior customer experience at scale

additiv

**5 out of the top 10
Financial institutions**
are now platforms –
all Asian and American.
(Source: Harvard).

Engage, manage and
grow your clients
with the

**#1
SWISS
OMNI-CHANNEL
WEALTH
MANAGEMENT
PLATFORM.**

Changing and liquid expectations

Banking and wealth management client expectations are liquid. Their expectations are influenced and formed by the experiences they have with all online retailers, not just financial firms. In addition, their interactions do not start or stop on a single channel, but move across web and mobile apps, online messaging and chat, email, phone, voice or face-to-face – and the client expects a rich, consistent and intuitive experience across all, tailored to their needs and relevant to their context.

Hence, financial services companies need to create seamless and unified client/advisor experiences across user journeys and across channels. And, they need to use the power of technology to deliver highly personalized and engaging interactions at scale – whether by augmenting and empowering the role of advisors or putting these tools into the hands of self-service clients.

However, the reality today is quite different. Customer channels are fragmented resulting in poor customer experience, low engagement, inefficient processes and slow innovation – all of which translate into low profitability.

The answer lies in using an orchestration platform. An orchestration platform unifies the user experience across channels as well as pulls in information from disparate underlying systems to deliver the personalized content and ideas that result in high engagement. It also creates the conditions for fast innovation, by allowing an institution to launch new services quickly, test and iterate.

Today's reality

Fragmented client channels and too little client interaction

Standalone solutions result in fragmented experiences for clients and fail to give the service provider the amalgamated data to tailor and personalize interactions and services. They make financial lifetime planning and seamless service transition impossible. Unit economics become difficult because client acquisition costs are high, risk of attrition is elevated, and the financial institution lacks the means to raise lifetime value.

Duplication of processes across all layers

Standalone solutions result in work duplication across multiple business lines from front to mid to back office and limit innovation as it becomes too expensive and/or too slow. Further, the situation can compound when each division decides on its own technological and IT infrastructure – multiplying costs further and increasing the oversight complexity in risk, compliance and legal. This mode of operation, often termed best-of-breed, inadvertently generates reconciliation activity between these disparate systems; an unrewarded, yet very avoidable task.

Lack of innovation

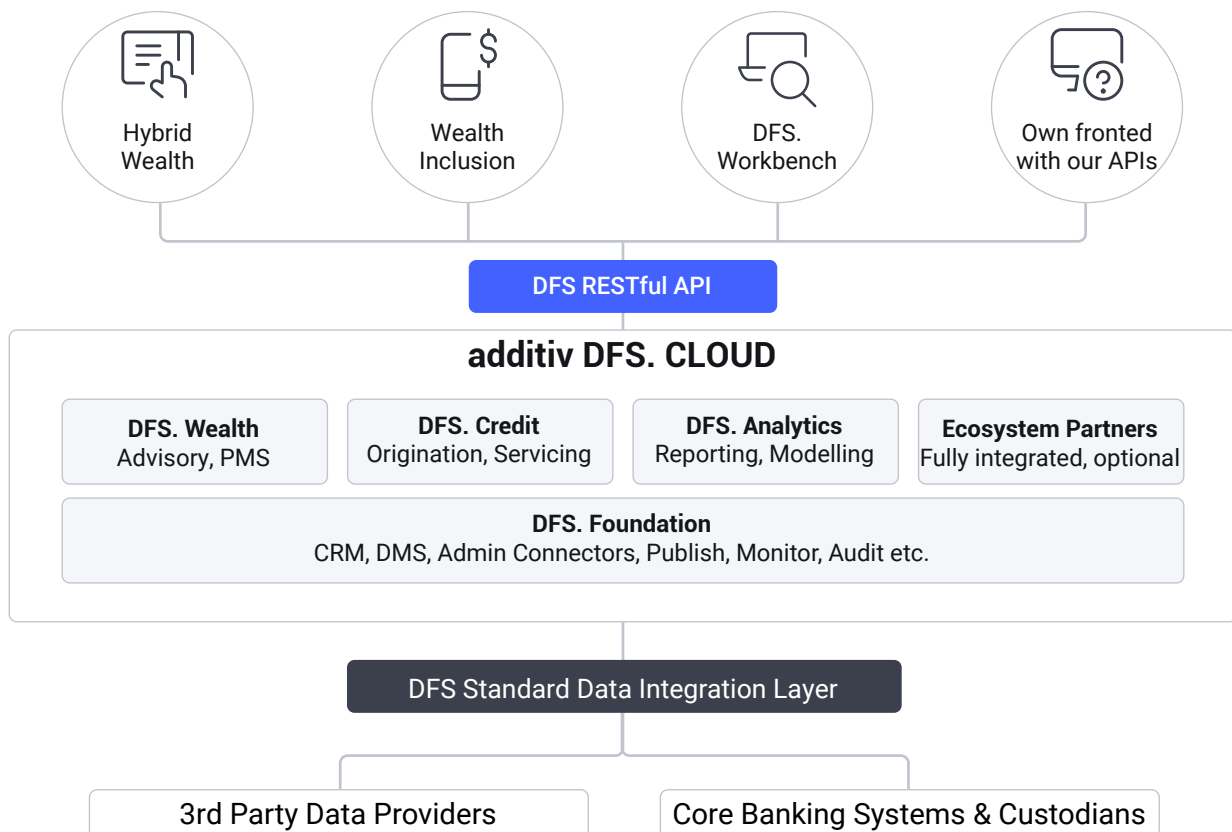
Whether financial institutions seek to build their own software, use a monolithic solution from a legacy provider or integrate fintech solutions within a fragmented IT infrastructure, innovation will be too slow. The only viable answer is to insert an orchestration platform to interface between multiple channels and multiple systems of record – and which also provides a consistent set of APIs for integrating specialist fintech solutions.

The solution – additiv DFS – omnichannel by design



The DFS® System of Intelligence is a cloud-based orchestration platform that sits between the customer channels and the systems of record. This new digital architecture has several advantages:

- ◆ it delivers seamless and engaging customer experience across channels
- ◆ it empowers an end-to-end digital wealth management relationship
- ◆ it acts as a hub for all system and data integrations, related analysis and investment advice
- ◆ it derives intelligence across multiple datasets – locational, contextual, market, transactional – to deliver relevant and meaningful client interactions that drive cross-selling and up-selling
- ◆ it allows for rapid prototyping and experimentation



As such, the DFS orchestration platforms allows your organization to upgrade its operating, servicing and sourcing models – transforming its business model in stages to capitalize on the full potential of digitalization to deliver better customer experience at scale.

The benefits



Transform client service

- Manage multiple segments (such as discretionary and advisory, or baby boomer and millennials), delivering contextualized and relevant content and experience – all from the same orchestration engine, simply by configuring not coding
- Strengthen client loyalty and improve trust with high quality and consistent advice
- Roll-out new products and services faster with comprehensive offering builder
- Boost engagement with features such as simulations, interactive goals, personalized content and secure chat to improve loyalty and increase the probability of cross-sales
- Grow wallet share with integrated prospect management and rules engine to serve up relevant and contextualized service proposals and offers – all fully compliant with regulations
- Integrate own or third party channels using APIs and/or use proven, out-of-the box user agents:
 - Client Cockpit for Desktop, Mobile & Tablet – 24/7 self-servicing and digital collaboration with advisor
 - Mobile Advisor for great 1to1 advisory experience and CRM 'on the go'
 - Advisor Workbench with integrated CRM and PMS, proven to raise service quality, productivity, and performance



Become faster and more cost efficient – transform your operating business model

- Multi-tenant, integrated platform: CRM, portfolio management, order generation, proposal management, document management, content management, monitoring, case management, analytics and much more within the same platform
- Intelligent rules-based e2e processing automation for lowest operating cost and highest front and back-office efficiency (including risk, compliance and legal)
- Improve client load per advisor with intelligent automation and intuitive omni-channel advisory client collaboration and proposal management – full investment compliance
- Seamless and easy integration in CBS / multi-custodian, configuration and adaption to your CI & offering within 3 months
- Fully cloud-based SaaS for lowest possible IT cost – platform available within hours
- Also available as hybrid cloud (all data on premise) and on premise



Source the best solution for you and your clients

- Leverage the power of an ecosystem by using the system APIs to access functionality from third-party software providers, adding specialist features that improve customer experience and loyalty
- Do the same for third-party services to improve the service range to your customers and/or reduce time to market for new services
- Common sourcing platform – instantly available for your usage, whenever a new feature is integrated, or solution added to the ecosystem



Unleash the power of data

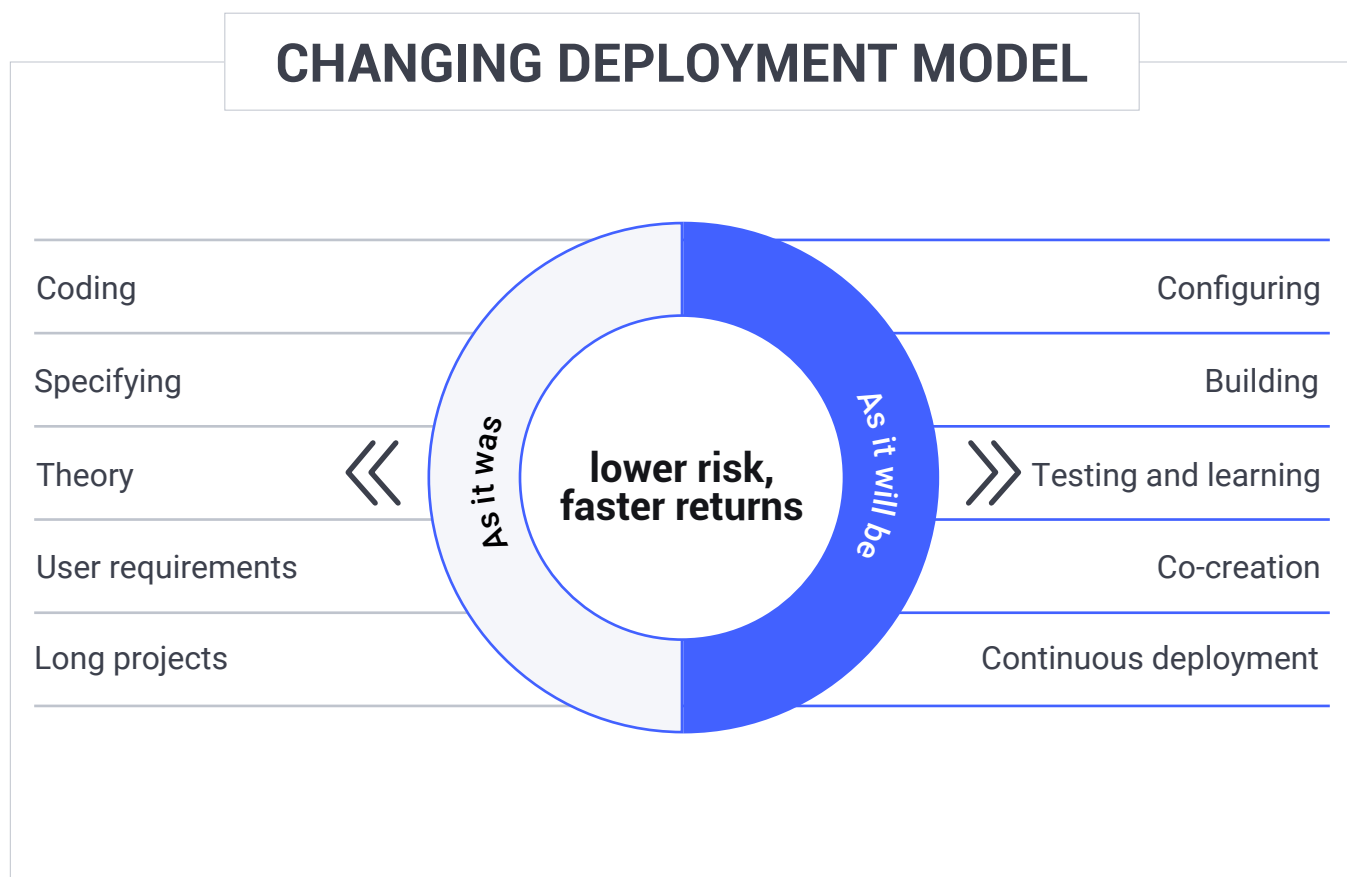
- Leapfrog from siloed data sets to making best use of the aggregated data for insights and action, delivering the highest value information to the client
- Know what works and use it to power constant experimentation: see what new services drive engagement and what to optimize to move faster in giving customer what they find useful
- Enrich datasets to deliver better customer outcomes, such as portfolios that better reflect individual risk profiles without reducing return

Moving fast – and not breaking things

The enterprise architecture is changing in response to digitalization. As we have shown in the previous section, customer channels – **interaction** – is splitting from the service orchestration – **intelligence** – which is splitting from the underlying systems – **recording keeping**. This is happening to allow financial institutions to deliver better experiences at the scale needed in the digital age.

But the way that digital age financial companies deploy software is changing too. The traditional deployment methodology – involving long and sequential design, build and testing cycles – is disappearing. The customer won't wait that long and budget holders, weary of failed and overrunning projects, won't take the risk.

In its place is evolving a much more iterative, feedback-driven methodology approach that delivers dramatically better time to value and risk to value.



additiv's proven, phased transformation approach



Phase 1:

KickStart your digital transformation.

additiv offers a risk-free and rapid implementation called KickStarter. Optimized for multiple use cases, such as hybrid wealth management and wealth robo advisors, KickStarter has the customer up and running with the DFS orchestration in three months. There is no capex, the customer only pays a monthly SaaS fee, which the customer can stop at any time if they deem the platform to not be delivering value.

So, from a standing start, the customer can be operational with an orchestration platform in three months, receiving live feedback from their clients based on their specific use cases.

<https://additiv.com/kickstarter/>



Phase 2:

In parallel, tailor and build roll out to target state.

Live in market with KickStarter implementation of your given use case, together we begin to define the target state and roll out plan based on segments, regions and new offerings. We adjust to the releases and roll out in collaboration with the customer units.



Phase 3:

Constant innovation and service enhancement: Gaining the power of an ecosystem.

Once rolled out, our customers benefit from continuous technical, functional, and service upgrades. On top, we continue to co-innovate with our customers, designing and deploying changes according to constant cycles of building, testing and iteration.

Some customer success stories

CommonwealthBank 



Since going live with our SmartWealth mobile app in 2019, the first digital wealth app in Indonesia, our NPS score has increased by 26 percentage points and our customer base has grown by 25%”.

Ivan Jaya,
EVP, Head of Wealth Management, Commonwealth Bank

PostFinance 



The additiv team were able to deliver on time and on scope – in the middle of a pandemic-induced lockdown. The solution allows us to offer discretionary and advisory mandates from the same fully digital platform – with rich engagement features and onboarding in under 10 mins”.

Daniel Mewes,
Chief Investment Officer, PostFinance

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Established in 1998, additiv partners with the world's leading financial institutions to help them capitalize on digitization. Its market-leading DFS® (Digital Finance Suite) is an orchestration engine that lets financial institutions quickly launch new propositions as well as giving them the intelligence to maximize customer engagement. Headquartered in Zurich, additiv is supported by a broad ecosystem of implementation and solution partners that enable it to deliver unparalleled customer success to wealth managers and credit providers globally.

www.additiv.com

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