Wipro GenAI Investor Intelligence

We can leverage our machine learning capabilities to create use cases in Wealth Management

The world of wealth management is still mainly driven by manual processes. As per Business insider reports, 77% of US and Canada based financial advisors reported losing business because they didn’t have the appropriate tools to interact with clients and three-fourths of global wealth managers see digital as priority. Accordingly, wealth management firms are continually looking for a more intuitive technology driven experience.

One of the main problems is that the Wealth managers handle large volume of clients. There is a demand of cognitive solutions to assist the managers to help them reduce the turnaround times and hence improve the customer experience and trust.

Considering the above scenario, we have built this solution for providing cognitive assistance to Relationship Manager for the Wealth Management group of an asset management company. It provides automated, algorithm-driven financial planning and investment services with little to no human supervision. .

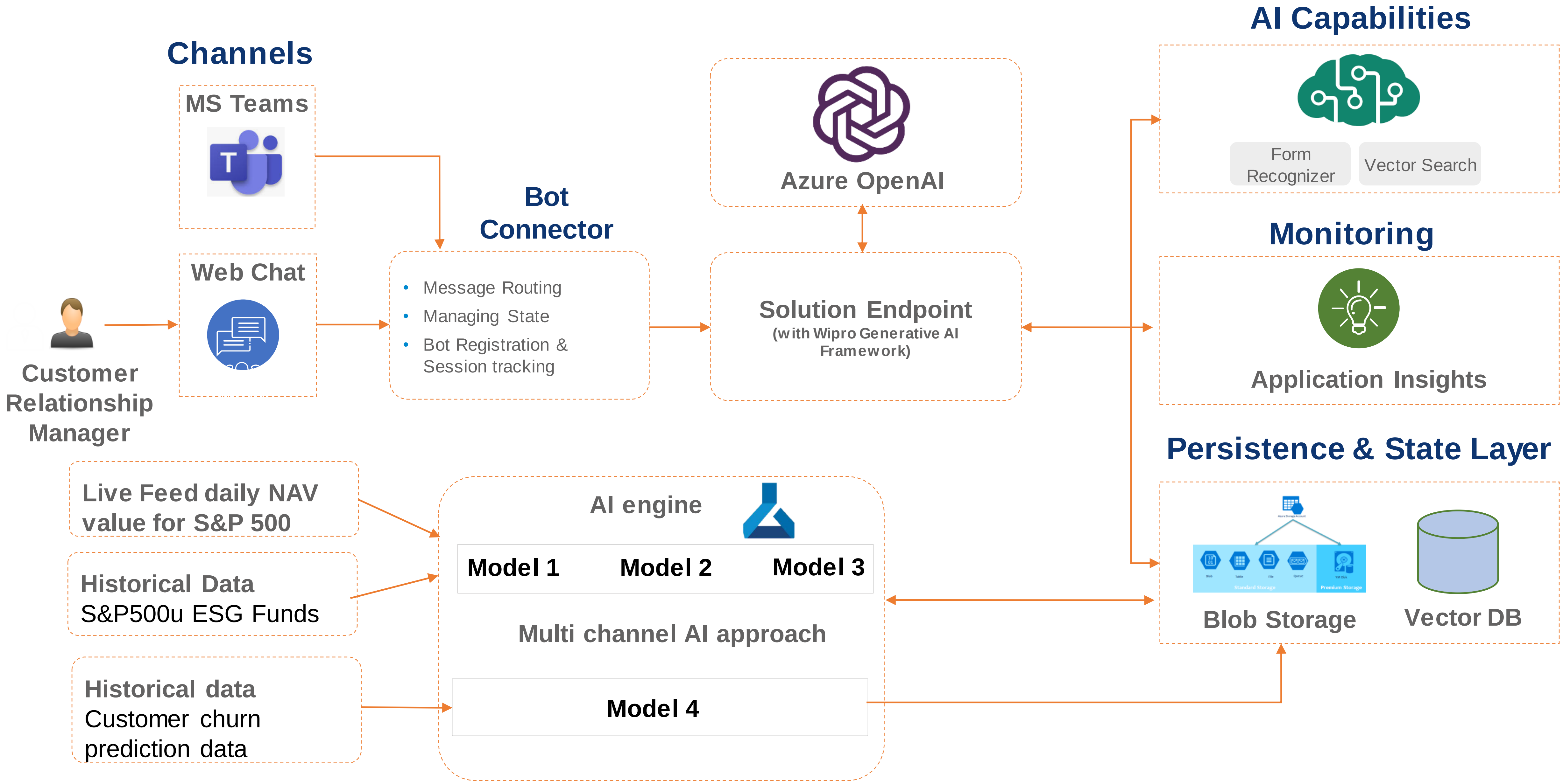
The solution leverages power of Azure Open AI to provide the conversational interface to RM. It can be integrated with the organization’s AI models for providing forecasts for various stocks and funds. It also has integration with Microsoft cloud for Financial Services wealth management solution for pulling customer data.

The RM can now ask questions related to customer’s specific needs, financial goals and risk appetite and get relevant responses from the bot. It will help in closing the deal faster and reduces any delays due to the need of gathering details from the back-end team.

Wealth Management AI Use Case Scenarios

	Wealth mgmt./private banking usecases	Business Driver	ROI/Business Benefits
Digital Advisor Assistant	▪ **FA Query:** What is the forecast for S&P 500 for November 2023? ▪ **Expected calculation:** AI model should use historic daily S&P 500 return and predict next quarter avg. daily absolute return ▪ **Expected Bot output:** S&P 500 is expected to grow '2.1 %' by the end of November 2023	▪ **Lack of predictive market insights/intelligence** digital tools within **financial advisors workstation** during investment advice to build differentiated portfolios benchmarking market returns ▪ e.g. Model customer portfolio tracking S&P 500 or Swiss Market Index.	▪ **Enable greater FA productivity** ▪ Smart technology **driving new transaction advice to customers** ▪ Improve FA - customer conversations driving AUM growth.
Digital Advisor Assistant	▪ **FA Query:** What is the forecast of Vontobel Fund (CH) - Sustainable Bond CHF Concept fund? ▪ **Expected calculation:** Model should use historic daily NAV returns and predict probabilistic-average return for the next year ▪ **Expected Bot output:** Vontobel Fund (CH) - Sustainable Bond CHF Concept will yield highest absolute return of 20.08 % in Swiss markets in next 1 Yrs.	▪ Advisors facing **growing number of product offering options** cutting across wealth markets. ▪ **Lack of product intelligence**/ insights for improved **client portfolio advice decisions**.	▪ **Improving advisor journey** during investment advice with predictive ESG product intelligence defining yield impact & returns for successful transaction advice. ▪ **Enable personalized UHNWI / HNWI client experience** creating differentiation
Digital Advisor Assistant	▪ **FA Query:** Amber has $50000 in her account. Suggest some industry recommended distribution for various investment option ▪ **Expected calculation:** Based on its knowledge acquired from public data, FA should provide a distribution of the amount across different options ▪ **Expected Bot output:** Below is a industry recommended distribution for Amber: 1. Stocks: 50% ($25000) 2. Funds: 30% ($15000) 3. Bonds: 15% ($7500) 4. Others: 5% ($2500)	▪ **Lack of product intelligence**/ insights for improved **client portfolio advice decisions**.	▪ Better recommendations to the customers with a detailed level of information.

High Level Architecture



Thank You