scintel

Technology for a **Changing World**

Improving the Performance of Financial Advisors

Company and Industry:

The client is the Wealth Management division of one of the large banks. It has over 4,000 Financial Advisors serving the high net worth segment.

Impact:

The executive team used the insights to adjust resource planning and allocation. The client also used recommendations to target specific FAs for additional training and tools to improve their conversion rates and revenue generation.

PROBLEM:

The business unit wanted to improve its overall sales productivity but found that it was hampered by uneven productivity and profitability from its individual Financial Advisors.

SOLUTION:

Scintel's analysis of the underperformance scenarios identified the underlying organizational and process drivers. The predictive models were used to route sales requests to the most suitable Financial Advisors, with the goals of improving customer service and increasing conversion and revenue.

The analysis incorporated a wide variety of data sets which were housed in different systems across the company. The data included profile information of Financial Advisors, customers and products, and eight quarters of transaction history.