PEGA® CLIENT SERVICE FOR WEALTH MANAGEMENT & BROKERAGE

MANAGE CLIENT SERVICE WITH ENGAGING, SIMPLIFIED, AGILE PROCESSES

FINANCIAL SERVICES

AT A GLANCE

KEY CHALLENGE

The importance of client relationships cannot be overstated. Clients demand a personalized, proactive experience that addresses their exact needs. Brokers, advisors, and service representatives must deliver high-touch service while increasing their productivity given increased regulations, administrative tasks, and constant change.

THE SOLUTION

Pega Client Service for Wealth Management and Brokerage provides a unified platform for delivering the ideal client experience. Leveraging the advanced technology of Pega 7, wealth advisors and brokerage firms can provide personalized client experiences, offer proactive service, increase their productivity, promote higher revenue, and rapidly respond to market and regulatory change.

GREAT CLIENT SERVICE SAVES $6M

The wealth management unit of a major North American bank relies on Pega to streamline their high-volume client service processes. Productivity has increased for its 6,000 advisors in more than 200 locations. The division has achieved a 30 percent reduction in check request transaction time, automatically approving 80 percent of certain check types.

DELIVER PERSONALIZED, PROACTIVE SERVICE WITH HIGHER PRODUCTIVITY

Pega Better Business Software® offers the industry's most agile wealth and brokerage client service platform for achieving the vision of a client-focused organization that reaches new levels of profitability, productivity, and agile response to market opportunities and changing regulations.

With Pega Client Service for Wealth Management and Brokerage, financial firms can manage the client lifecycle from end-to-end by dynamically adapting each interaction to support specific client segmentation strategies. Whether you are looking for a solution that offers a complete view of the client to help your representatives know each individual; need to streamline inquiry and service request management with intelligent process automation; or want to enhance the performance of advisors with a role-based advisor desktop, Pega can meet your needs.

- **Personalize the client experience**
  Make every interaction an efficient, client-centric experience using context-driven processes to dynamically guide representatives through each step.
- **Present one company to client**
  Give representatives the insight they need with a complete, real-time view of the client across all products, lines of business, channels, and interactions.
- **Deliver a seamless experience across all channels**
  Offer consistent service over every channel with Pega's omni-channel capabilities. Interactions transition seamlessly across channels without any loss of context.
- **Scale operations efficiently**
  Simplify operations using end-to-end work automation and easy legacy system integration to eliminate error-prone manual work and scale efficiently via straight-through processing from front-to-back-office.

PEGA® CLIENT SERVICE FOR WEALTH MANGEMENT & BROKERAGE

THE PEGA DIFFERENCE

Engage Clients with Personal and Proactive Service

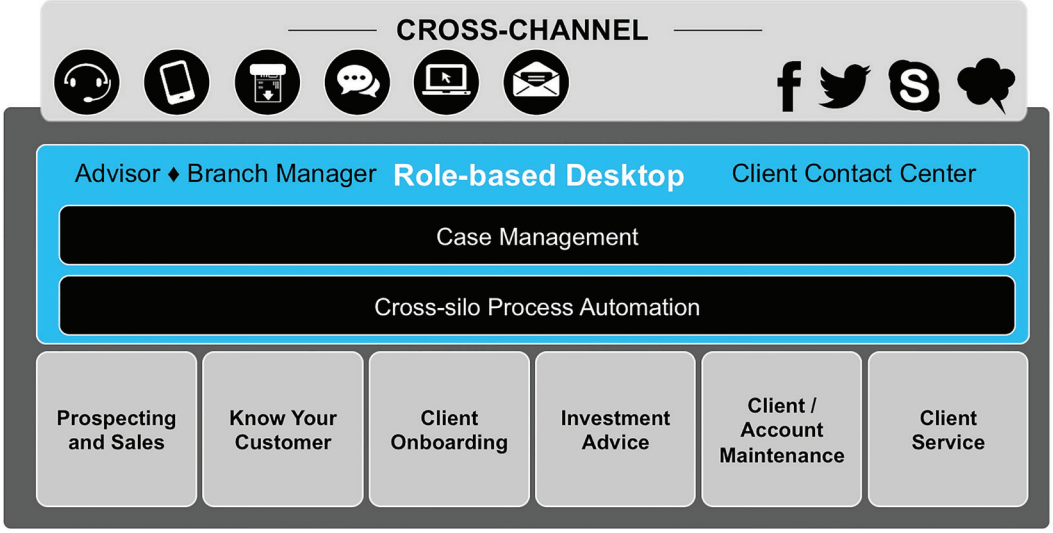
- Omni-channel user experience transparently transitions activities across any channel and device, including phone, mobile, web, e-mail, chat, and social media.
- Pega's role-based advisor desktop eliminates extensive searches through isolated systems with complete client and household-centric visibility across every account and activity, including onboarding and service case history.
- Intelligent processes dynamically guide users through each step to ensure every interaction is a productive, personalized client experience.
- End-to-end case lifecycle management and control manages all service request tasks for comprehensive visibility, tracking, and process consistency across channels.
- Real-time analytics use multiple factors, such as products owned, service history, channel, and business objectives to suggest Next-Best conversations, actions, and offers most relevant for each client.

Simplify Operations to Maximize Productivity

- End-to-end work automation increases productivity by automatically eliminating duplicate requests, delivering relevant documents, and intelligently routing, prioritizing, and tracking cases.
- Standards-based integration capabilities unite streamlined Pega processes with legacy and third-party systems to seamlessly transition work from front-to-back-office and provide real-time data access and use.
- Adaptive case flow enables instant response to new events as ad hoc work can be manually or automatically added to standardized service processes.

Increase Business Agility

- Pre-defined, easily configured processes, rules, object and data models, interfaces, and other application assets accelerate implementation time.
- Familiar office tools and wizards let business users rapidly create processes and rules as well as customize Pega's pre-defined components to your exact business requirements without any coding.
- Pega's build-once-and-reuse-everywhere capabilities enable application assets to be shared across products, lines of business, geographies and channels, eliminating the need to create separate applications for each variation.



Pega Client Service for Wealth Management and Brokerage enables personalized client service, higher productivity, and facilitates proactive response to market opportunities and changing regulations.

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