

# Customer Relationship Management for Financial Services



As a complete client relationship manager system, Maximizer is designed to help firms personalise the investing experience – tracking not simply the products held by a client but also their complete history with the company, relationships to other investors or brokers, products held in competing organisations and even life events like birthdays and anniversaries.

For this reason, asset managers, mortgage brokers, investment bankers, private equity firms and venture capitalists alike have embraced CRM technology like no other industry. Winning financial services firms are those that learn from their clients, and understand their preferences, tolerances and motivations for investing.



## Financial Services – Complete CRM Solution

- > Instant Access to your Contacts via PC, Mobile, Laptop and the Web
- > Sales Executive Dashboard
- > Opportunity Management
- > Real Time Alerts
- > Sales Funnel Reports
- > Track Policy Renewal Dates
- > Sales Forecasting
- > Outlook Integration
- > Calendar Updates
- > Real Time Searching
- > Client Marketing Campaigns

### Case Study 1: **Diablo Funding Group** [California's largest independent mortgage broker]

"At Diablo Funding Group, California's largest independent mortgage broker, ensuring that mortgage brokers have 100% up-to-date client information meant close integration between the Maximizer CRM system and the firm's Calyx lending system.

With the integrated system, our mortgage representatives can personalise the real estate financing experience to an extent we couldn't dream of achieving before. Using the system, we can attract new prospects, quickly capture preference information including financial goals, relationships with other customers and details of competing institutions and share that history with the entire team working to help that particular client.

The critical ingredient in creating a high-quality, personalised client experience is client profile information."

Jonathan Bellusa, Managing Partner, Diablo Funding Group.

### Case Study 2: **Growthworks** [Canada's largest venture capital fund] Growthworks also finds success in the close integration between its Maximizer CRM and the firm's transactional sales system.

"Before the deployment of the integrated system, it was possible for a broker to make a sale on a fund without the knowledge of Growthwork's fund managers or marketing team – making it difficult to track the performance of each fund and determine the effectiveness of the firm's marketing efforts.

Our CRM system now provides a holistic view of our investment advisors. With the integration into our transaction database, we've streamlined processes and saved everyone time by reducing redundant data entry efforts. It also helps us utilise customer and sales information to conduct targeted marketing campaigns to more effectively service the advisors who sell the funds we manage."

Murray Munro, Senior Vice-President, National Sales and Marketing, Growthworks.

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## Case Study 3: **Scotia McLeod**

[a full investment firm and division of \$280 billion ScotiaBank].  
Scotia McLeod uses Maximizer CRM system to automate most everyday tasks including scheduling outbound calls, recording contacts and managing literature fulfilment.

"Advisors use Maximizer to manage and route leads, automate email campaigns, capture leads off the website, and segment and track each interaction the client has with the firm.

When you have good, up-to-date information that your frontline team can access quickly, you have a better chance of anticipating your customers' needs. Using technology to improve the overall customer experience gives the client a good indication of how organised your company is and shows the competency of the individuals and management team at your firm. When we can anticipate the needs of our customers and make informed suggestions to help them meet their financial goals, not only are they more likely to stay with us, they are also likely to refer more business to us."

Chris Carter, Associate Director and Branch Manager, ScotiaMcLeod

## Case Study 4: **Steele Capital Management** [\$600 million private banker]

A key challenge for financial services firms seeking to develop a holistic view of each client is the fact that many firms rely on brokers or other third parties to take their products to market. In many cases, the broker is the customer who is actively serviced by the firm. The ability to provide brokers with a window into the firm's larger relationship with each client – and a mechanism for keeping track of their own interactions with clients is a key determinant of both broker and client satisfaction.

Since the deployment of a comprehensive CRM system, the firm has:

- > Managed a new client acquisition rate averaging more than 30% annually
- > Retained 99% of its clients
- > Drastically reduced errors in administrative processes
- > Grown assets under management by an average of more than 30% per year
- > Added and retained hundreds of high net worth investment management clients
- > Grown its independent salesperson network from 15 to 50.

"Attracting and retaining top-producing independent salespeople is absolutely critical to our business model and that means offering them the most convenient and profitable means of interacting with our firm. We understood that we needed to give them the same tools we were using in-house so they could be more productive, but also so we could better assess which were selling and which weren't."

Kevin Timmerman, President, Steele Capital Manager.



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