

## INNOVEER SOLUTIONS

### Customer Success Story

#### COMPANY OVERVIEW

Albridge Solutions, ranked 19th on the 2004 Deloitte and Touche “Fast 500 Rising Star” list, manages account data for approximately 85 institutional-level financial organizations, representing more than \$500 billion in assets, nearly 25,000 financial advisors, and millions of investors. Since announcing its first client four years ago, Albridge Solutions has become a leading provider of enterprise data consolidation and Web-based portfolio accounting and performance reporting solutions to the financial services industry. The company's Wealth Reporting Application Service Provider-based (ASP) product offering provides financial institutions, advisors, and clients with immediate, on-demand access to transactional-level data — critical to successfully managing financial portfolios.

#### THE CHALLENGE

Customer satisfaction “drives the bus” at Albridge Solutions, and as a result, the company focuses on constantly increasing overall client satisfaction levels in two key areas — “point-of-call resolution” and “turn-around time.” Albridge Solutions was faltering on both accounts, however. “Our ability to effectively respond to an issue at the point of call was low,” recalls Alex Sauickie, Vice President, Client Services & Support. “We often had to create a trouble ticket that was not handled very efficiently, and our turn-around time was extremely high. To address these

inefficiencies, we looked to deploy a CRM solution across our organization.” In addition, Albridge Solutions wanted to deploy a Web portal that would offer clients the capability to enter service requests themselves, as well as provide a vehicle to track the progress of help requests. This would take less time out of clients’ days, and therefore, increase overall client satisfaction.

In investigating numerous customer relationship management (CRM) applications, from large enterprise-wide applications to several smaller, Web-based solutions, Albridge searched for a solution that would scale with the organization over time. After examining the different options, Albridge then looked for a consulting partner with deep CRM product expertise, as well as experience with other companies of Albridge’s size.

#### THE SOLUTION

Albridge chose to partner with InnoVeer Solutions based on its unique methodology. “InnoVeer approaches CRM deployment as a full project, not just as a software installation, viewing the project from the perspective of how it will help our overall business,” Sauickie says. “Very early on, InnoVeer’s consultants helped in the decision-making process. They were very clear about our objectives, and we felt extremely comfortable with their familiarity with projects such as ours.”

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#### INDUSTRY:

- Technology: developer and provider of Application Service Provider (ASP) based financial planning and management applications for institutional customers

#### GEOGRAPHIES:

- North America

#### PROJECT SUMMARY:

- Developed CRM project objectives, working within Albridge Solutions’ scope and budget requirements
- Deployed CRM system — including project management, scope analysis, offshore outsourcing, and troubleshooting — for Albridge’s call center, customer service, e-mail management, and sales and marketing teams

#### OUTCOMES:

- Ability to handle 70 percent more broker-clients
- Enhanced point-of-call resolution by two-thirds and trouble ticket turn-around time by one-third
- Significant (70 percent) customer buy-in of Web portal for submitting and tracking of client issues
- Improved view of sales pipeline, including potential deal closures and revenue
- Exceeded requirements of service level agreements (SLAs) by offering client executives constant view into how the company handles them
- Improved e-mail campaign management
- Enhanced integration of multiple back-end databases with front-end systems

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Another factor in choosing Innoveer was the company's success rate with CRM projects at other smaller companies. "We are a medium-sized business, and must partner with consulting firms that are accustomed to dealing with companies of our size from personnel, technology, and budgetary standpoints," explains Sauickie. "We had a limited budget — we are not a Fortune 500 company, and we had to make the most out of it." In addition, Albridge did a background check on Innoveer and received very positive feedback from past clients.

Following an aggressive requirements gathering process, Innoveer helped Albridge Solutions roll out its CRM solution in a short period of time. With Innoveer providing project management, scope analysis, offshore outsourcing, and troubleshooting throughout deployment, Albridge was able to go live on time and within budget.

## OUTCOMES

With its new CRM solution in place, Albridge Solutions has reaped a host of benefits. "We've clearly seen return on investment within the first six months of production," says Sauickie. "We've become more efficient in our ability to scale to our growing advisor base. That is, we have more broker-clients per support person now than we had in the past, and we are able to support 70 percent more broker-clients per support person than a year ago."

Notably, the company has dramatically improved its performance in the two key customer satisfaction metrics noted earlier. "We've improved point-of-call resolution by two-thirds," Sauickie says, "and turn-around time is one-third of what it was a year and a half ago."

The Web portal, which gives the company's 25,000-plus broker-dealer clients online access to help support, where they can enter help requests and track the status of their issues, has also been a success. At this point, over 70 percent of Albridge's broker-dealer clients are using the Web portal. Moreover, executives at client sites are using the portal for insight into why their advisors are contacting Albridge. The Web portal has helped Albridge Solutions exceed the requirements of its service level agreements (SLAs), by giving client executives a constant view into how Albridge is doing with their SLAs.

The company's sales organization in particular has benefited significantly from the new CRM solution — using the software's pipeline feature to make it easier to see potential deal closures and company revenue. Sales can track potential clients and better communicate internally with the various groups within the company required to close a deal or turn a prospect into a revenue-producing client. "Now, we have regular and real-time reporting, to which sales and executive management can refer, when determining what is in the pipeline," Sauickie says.

Albridge Solutions' marketing department is also using the CRM system for campaign management, specifically with e-mail campaigns. Other benefits include improved overall call center representative efficiency, resulting from tight integration of multiple back-end databases with front-end systems, including those that the company's dealer-brokers use to manage investors' portfolios, as well as the Web portal.

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Albridge Solutions*

