

**HCL**



**Manage Wealth**  
**Maximise Growth**

Disruptive  
**ideas**  
Transformative  
**solutions**



Business Services  
From HCL  
The Next Gen BPO

## Industry Overview

The wealth management industry is increasing in intricacy as client expectations grow. The convergence in the market is also causing increased competition, proliferation of services, products and delivery channels. Industry transformation, market volatility, changing customer profile and expectations are the new challenges that the sector is facing. Top-line growth is elusive even as a new regulatory environment is driving up compliance and risk costs.

These changing conditions have given rise to a new segment of customers who are cautious and looking for greater transparency in addition to providing a consolidated view for self-management to a certain extent. This, along with the evolving demographics in the Mass Affluent and High Net worth (HNW) segment, has resulted in changing investment preferences.

Today industry faces a multitude of challenges in wealth management market including:

- More sophisticated clients with greater needs
- Increased number of products offered
- Increasing product complexity
- Pressure to cross-sell
- Regulatory compliance
- Competition

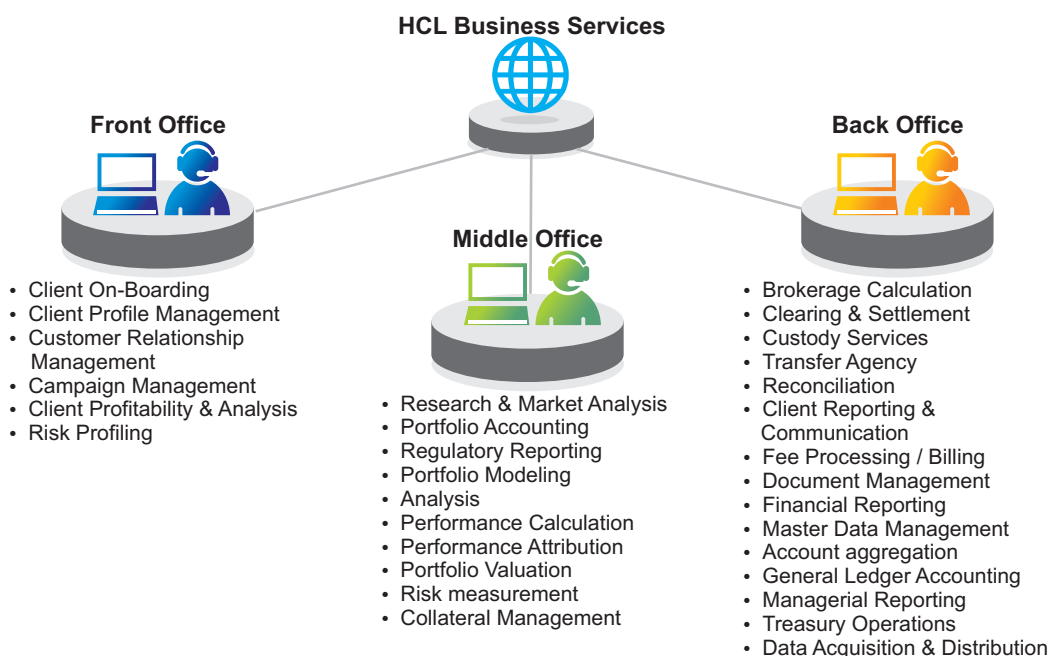
In order to meet these key challenges, wealth management firms are adopting strategies to enhance competitive advantage and retain market share by focusing on technology for delivering a superior, differentiated client experience, investing in compliance and controls, reducing operational cost through process excellence and outsourcing strategy.

## HCL Wealth Management Offerings

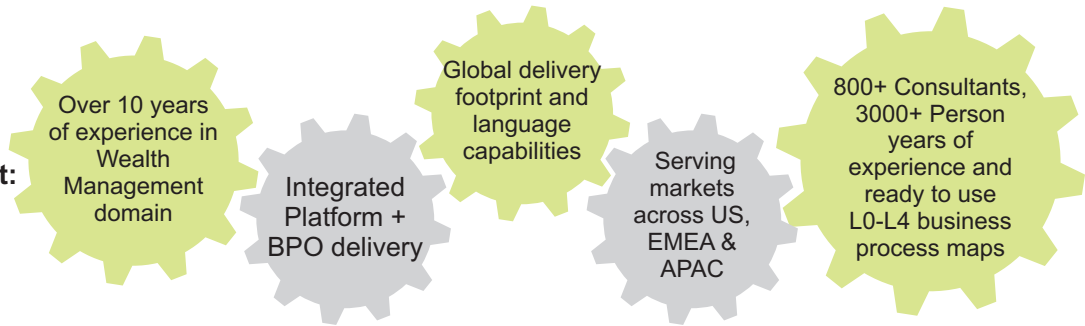
By virtue of over a decade long partnership with wealth management firms across the globe, HCL has in-depth experience in the entire wealth management life cycle. We leverage our rich experience in wealth management to provide services in areas of business strategy, process re-engineering, compliance and risk evaluation, platform support and business process outsourcing.

HCL is uniquely positioned as a partner of choice in tackling many of the industry challenges and pain points. Our Wealth Management Solutions are delivered through an intelligent mix of business processes and technology.

### HCL Business Services Capabilities across the Wealth Management Landscape



## Our experience in the Wealth Management:



## HCL's Solution

'**Embark**' - The Customer On-Boarding solution is a business-aligned, platform independent solution with content and workflow management capabilities that allow seamless integration of the generic phases of Customer On-Boarding through data and process orchestration. Embark help the business to achieve reduced On-boarding cycle time by reusing the existing processes and legacy systems.

### HCL Embark COBS: Key Business Benefits

#### Reduced Cost

- Reduced operational & IT maintenance costs
- Less rework & paper work
- Simplified business structure & process flow across business units
- Reduced cycle time & turn around time

#### Enhanced Service Experience

- Improved customer experience
- Real time decisioning across all channels
- "Ask Once" experience for customer
- Better visibility
- Informed customer

#### Enhanced Risk Management

- Responsiveness to rapidly changing market requirements
- Reduced overall risk exposure
- Compliance to regulatory requirements
- Reduced operational risks
- Seamless integration with core banking & other legacy system
- Greater control on business processes
- Increased brand value
- Leveraging multi-channel capability

#### Increased Business

- Growth ahead of the competition
- Efficient customer acquisition & retention
- Increased brand value
- Leveraging multi-channel capability

## HCL's Value Proposition:

- Reduction of up to 60% in effort by back office staff through our Platform + BPO solution resulting in reduced cost.
- Reduction of up to 60% in turnaround time (TAT) while maintaining accuracy.
- Cost savings of 10%-40% by automation, process reengineering & industry best practices.
- Flexibility & Innovation in Engagement models and willingness to invest in relationships.
- Flexible pricing models encompassing transaction, risk-reward and profit-sharing based models.
- Process Rigor - Tool based solution across Process lifecycle.

## HCL Success Stories

### Client Overview

A Fortune 200 Financial Services Company

### Business Challenges

- Scalability to achieve a rapid growth
- Increase customer satisfaction level
- Increase the level of productivity
- Reduce customer management cost
- Reduce operational risks

### HCL Solution

- Process Optimization
  - Time & motion studies to baseline KPI (volume/AHT/TAT)
  - Identified, suggested & recorded improvement opportunities
  - Workflow simplification – eliminated redundancies
  - Enhanced controls – Segregation of duties
- Production benefits
  - Introduced forecasting model to predict resource needs
  - Created training and certification model for new hires
  - Process simplification – aggregation of work flow to create clear and direct lines of responsibility

### Value Delivered:

- Increased quality ratings – HCL employees have produced above baseline scores
- Cost savings - Reduction of in-house resources and significant reduction of overtime and contacting resources
- Created a comprehensive Knowledge Repository
- Ease of execution for growth roles – The model has enabled HCL to accept increased scope with relative ease of transition
- Independent verification of in house process – Eliminated disconnects between production delivery team and quality team documentation
- Workflow allocation methodology – HCL introduced “Toyota cell model” for resource and workflow allocation to improve quality, which has since been adapted by home office teams



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