

Case Study

Trust Front Office: All in One Place!

Situation

This mid-size bank wealth management provider **managing over 3,000 trust accounts and over 10,000 clients** was using a CRM for Contact Management, paper for documenting trust account annual reviews, and no process to track fee changes and discretionary distributions. The trust administrators were in the dark when it came to finding the complete picture of a client's account.

- When is the next Administrative and Reg. 9 Review due?
- What was this distribution for and who approved it?
- Are we giving this client relationship the attention they deserve?
- What is our risk profile for this client?

"We were tired of looking nine different places to be able to pull together enough information to help get a clear picture of our clients."

Solution

The trust department determined CapitalBase was the solution for them. CapitalBase centralized all client information and provided clean workflows to manage clients. Converting existing data from their prior CRM and integrating their trust accounting system to CapitalBase was quicker and easier than expected.

The CapitalBase implementation team worked closely with the bank's trust and IT team to plan what functionality was required, what CRM data was to be converted, and what trust account fields to integrate and feed on a daily basis. Within 3 weeks the data was converted and the trust accounting system integration was completed. Just 2 weeks later, all 55 users were trained on CapitalBase and were up and running!

"We thought we'd never get away from our old CRM solution. CapitalBase was quick to convert all of our data accurately and easily."

Now the trust department works more efficiently and effectively serving their clients' needs. Information that was in paper format or in disparate systems is now all in one place, making the day-to-day activities of the trust front office much more comprehensive.

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In addition, when it is time for internal or external audits, CapitalBase makes the entire process go much smoother. Auditors are even given ‘read-only’ access to CapitalBase to find the information they need themselves, without having to disrupt administrators to find key documentation.

Results

The bank trust department determined that it is now saving 600+ hours per month!

Functionality	Hours per Month Saved
Client and Account Onboarding, Risk Rating, Incentive Programs	198 hours
Account Compliance Workflows & Forms	255 hours
Client Activity Tracking, Lookup, Recording	147 hours

These efficiency gains have allowed the trust department to:

- Spend less time on paperwork: searching for it, completing it, approving it
- Increase effectiveness of client-teams
- Deliver a more consistent client experience
- Lower costs and executive time

“CapitalBase understands our industry, our needs, and our workflows.”

About CapitalBase.com

Provides a suite of tools to help Trust Departments automate Front Office workflows and tie Front Office and Back Office tasks to allow our client to see significant gains in process improvement, operating efficiency, cost reduction, retention rates and, ultimately, client satisfaction.

For more information, visit: www.capitalbase.com