The Challenge

A large North American wealth management firm ("the Firm") set out to capture a larger percentage of its existing retail clients' assets ("Asset Consolidation") by partnering with TIFIN AG.

Like many leading financial service companies, the Firm spent years building out its data warehousing and CRM capabilities to store and organize valuable information about its clients. However, they were missing the right AI growth engine to mine this data, find correlations, and extract valuable, actionable intelligence.

## Partnership with TIFIN AG's Data Science Team

For this assignment, TIFIN AG began by developing a tailored algorithm to analyze key characteristic and behaviors of clients who would be ideal targets for consolidating their wealth. Step one was identifying patterns and common characteristics of existing clients with $1M+ in investable assets to create an "ideal client profile" for the Firm.

Step two was leveraging TIFIN AG's team of data scientists to build a machine learning model that prioritizes clients with the highest probability of consolidating outside assets with the Firm by optimizing the characteristics of what a likely consolidator "looks and acts like."

Accurately Predicting Asset Consolidators with the Wealth Management Firm

Phase one of the engagement involved deploying the Asset Consolidation model to a pilot group of 70 advisors, who were given three actions to choose from in Salesforce: Accept, Reject, or Defer each opportunity. TIFIN AG generated scores on over 2,000 of the advisor's clients, with the Top 40% of Scores being delivered into Salesforce while 5% of the scored clients were held out to comprise the control group.
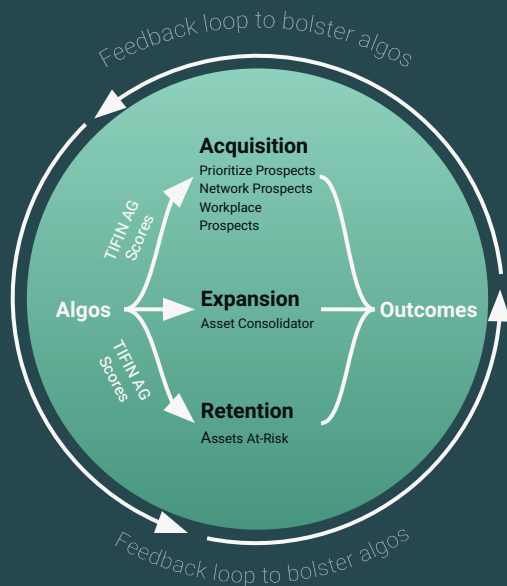
Over a 10-month period, 38% of the scored leads were accepted and acted upon by advisors, leading to a **+1.1% increase in AUM** while the **control group saw -3.4% in outflows.** The pilot generated 4.5% in Net New Assets indicating that TIFIN AG was able to accurately pinpoint which clients held assets outside the firm and subsequently consolidated those assets with their advisor. In conclusion, the high quality leads accepted by advisors often resulted in clients consolidating their wealth with the Firm, while clients in the control group had assets move out of the Firm to other financial institutions.

+1.1% AUM — TIFIN AG

-3.4% AUM — Control Group

+4.5% AUM — Increase Vs Control
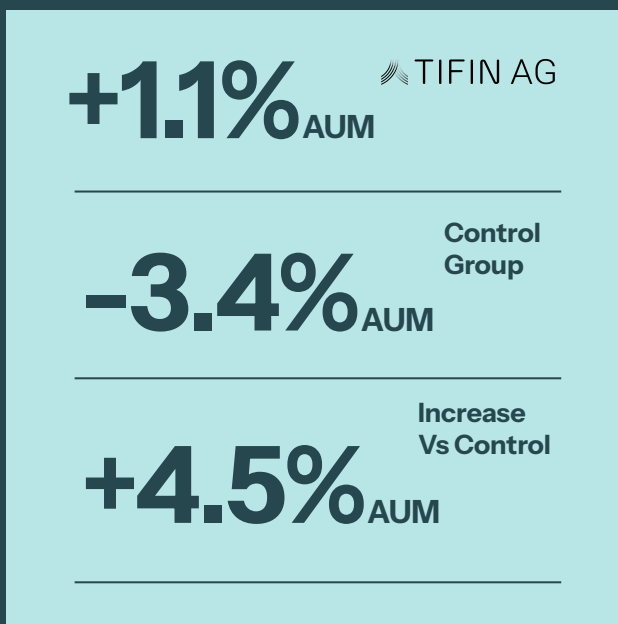
Practice Management and Technology Enablement Aids Program Adoption

One of the early learnings from TIFIN AG deploying AI-powered insights to the Firm was establishing the necessary processes and channels to help advisors achieve success. This came in the form of executive level communication to the advisor network to build awareness and advocate for the growth initiative. Tangentially, the practice management and technology enablement teams developed training materials, educational resources, and supported advisors in their efforts towards driving adoption.

The Firm's enterprise practice management department offers classes for advisor teams and one-on-one coaching to help advisors understand the data and signals generated from TIFIN AG. In addition, TIFIN AG developed "AI Explainability" insights to explain why a client scored the way they did and how to use the underlying information to take action towards consolidating assets.

Feedback loop to bolster algos

Acquisition
Prioritize Prospects
Network Prospects
Workplace
Prospects

TIFIN AG Scores

Algos

Expansion
Asset Consolidator

Outcomes

TIFIN AG Scores

Retention
Assets At-Risk

Feedback loop to bolster algos

Model Optimization Using Feedback Loops

The true magic of TIFIN AG begins after advisors take action on the AI-powered insights. Whether through direct outreach, marketing campaigns, webinars, events, or other client engagement activities, the net new asset flows and behavioral outcomes from advisor outreach are fed back into the Asset Consolidation model to refine the algo, increasing the precision and accuracy of predicting future consolidators through a robust feedback loop.

Over time, the model learns and adapts to the Firm's advisors and clients, becoming a bespoke growth engine that leads to better outcomes.

Early Pilot Success Lead to Enterprise Wide Deployment

After realizing the exceptional outcomes from the initial pilot, seeing 4.5% NNA relative to the control group, the Firm expanded to an enterprise-wide deployment. TIFIN AG's asset consolidation insights were pushed into Salesforce for over 2,000 advisors and early indicators of success are tracking at similar growth rates as the pilot.

Extrapolating the AUM growth per accepted lead across the entire advisor network would equate to an estimated $1.0B - $1.5B in new assets that the Firm would not have realized without a partnership with TIFIN AG.