CRM Forum
September 20th, 2010
AGENDA

Monday September 20th 2010
JW Marriott Denver @ Cherry Creek

Member & Partner Provider

Networking Reception

5:00 pm – 7:00 pm

Second Home Outdoor Patio

Member & Partner Provider

Networking Dinner

7:00 pm – 9:00 pm

Adega @ Second Home Restaurant

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Agenda

Tuesday September 21st, 2010
Janus Capital Group

7:30 – 8:00 Check-In / Networking Breakfast **- Member Only**

8:00 – 8:30 Welcome - Tony Busacca / Ed Ventura

- Introductions – Members/ New Members / New Participants

8:30 – 11:30 Roundtable Exchanges – **Member Only**

- See Discussion Topics

9:45 – 10:00 Break

11:30 – 1:00 Working Lunch **- Member & Partner Provider**

Alan Lee / Legg Mason & Ruth McHenry / Infinata
"Segmentation and Territory Management"
CRM Forum Informational Exchange February 2010

1:00 – 3:00 Afternoon Discussion – **Member and Partner Providers**

- See Discussion Topics

3:00 – 4:00 Closing Remarks – Tony Busacca / Ed Ventura
Cocktails and Networking - **Member & Partner Providers**

4:00 – 4:15 Shuttle Vans depart from JW Marriott Hotel to airport

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Morning Discussion Topics

Is there an APP for that…..

IPad's / Notebooks / Smart Phones
Are Sales Teams interested in obtaining?
Is Management considering acquiring?
What is the status of Web Based FA Sales Communications?

Advisor Teams

How are data elements managed in the CRM system and the EDW?
Do firms generate a unique key for these entities (like a CRD?)
Are teams ever part of the top segmentation group like an individual would be or are they part of their own segment.
Are most teams established as true partnerships or strictly for revenue sharing?

Business Intelligence

What have firms determined to be the most predictive elements in their data (ticket size, # of tickets, etc) to determine lifetime value.

What has been successful business intelligence solutions adopted by sales organizations – specifically by field teams?

RIA Firms

How these firms are handled within CRM without the broker dealer DBR structure available.
Are the sales metrics for these contacts and firms different?
How are these firms represented in the CRM when they clear through firms like LPL or Pershing?

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Omnibus Conversions

What new data issues are the recent omnibus conversions causing for firms (for example are daily average assets still available)
Is there a disruption to reporting, CRM viewing, or compensation when firms convert or change platforms.
With more and more firms going omnibus, as well as feeds being established from DCIO platforms, managing the data and backing out the omnibus activity is presenting growing demands.
Updates on the discussions from the spring forum regarding standardized file formats for DC platforms? Boston Research Group.

Data Organization

Where do data stewardship functions reside within organizations (operations, finance, distribution, marketing, technology, business intelligence?
Where do the key database administrators reside
Where do the business or reporting analysts reside
How are firms managing the care and feeding of the data that they load or summarize into their CRM environment?
Reconciliation with territories when a financial advisor moves
Getting wholesalers to enter complete (as well as accurate) data
Usefulness of the data collected
IO-DC: reconciling with what is already in-house (avoid double-counting)
Counting Activities against influencers who are not commissionable

Social Networks

Professional versus personal
Monitoring only versus participation
Internal only versus internal and external

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<u>Segmentation</u>

Based on RFM (recency, frequency, monetary)
Based on monetary only
Based on channel
Based on set of funds
Other

<u>Marketing</u>

Qualifying leads: From campaigns / web usage, / pages visited

Where have firms found success in assessing market share data that has been positively adopted by their sales distribution teams?

What has been successful business intelligence solutions adopted by sales organizations – specifically by field teams?

Who are key sources for industry institutional data (e.g. pension, private wealth, endowments, etc.) and where have firms had success in integrating within distribution?

<u>Technology Enhancements</u>

Are firms evaluating their CRM solutions and what are the pro’s/con’s of using a hosted solution?

What has your CRM done to enhance salesforce ability to be successful?

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Topic: Best Practices to uncover differentiated Advisor Behavior.

Description: Discuss the segmentation approach at the tactical & strategic level, data used, utility of third-party data, and types of advisors uncovered.

Partner Provider: Angoss
Member Firms: Russell / Oppenheimer.

Topic: Improving Sales Data Quality

Description: DST assisted Allianz in improving the quality of intermediary information across their transfer agent and CRM systems. The solution included removing duplicate reps, streamlining procedures, reducing manual trade breaks, and consolidating onto a single inbound trade format regardless of the recordkeeping source.

Partner Provider: DST
Member: Allianz Global Investors

Topic: Effective Management of Teams and Partnerships

Description: SalesPage will lead a discussion about how we collaborated with our clients to provide them with a more effective way to manage their distribution efforts to teams and partnerships.

Partner Provider: SalesPage
Members: JPMorgan, Eaton Vance

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Topic: Timely, Accurate & Consistent CRM Data Entry.

Description: To provide consistent data records through a central solution. Move T & E and other administrative items out of the hands of their sales force to allow them to focus on selling.

Partner Provider: Civicom
Member: JP Morgan

Topic: Utilize a single CRM platform to support multiple product lines.

Description: Multiple product lines will have different requirements to support their business. Creating software as a service solution will provide the format and structure needed to support the various businesses.

Partner Provider: Access Data