CRM Forum for Wealth Management Advisors
February 3, 2010

Background:

Many financial services firms utilize Client Relationship Management (CRM) tools to help manage their relationships with clients. Over six years ago a group of asset management firms came together to discuss how to more efficiently utilize their systems and to exchange thoughts about ancillary services such as mobile CRM, capturing notes, etc. The CRM Forum continues to meet on a biannual basis and has significantly expanded in terms of content and size. Needless to say, the participants find the Forums worthwhile.

During a recent meeting, a particular member company suggested that the CRM Forum be expanded to address Wealth Management Advisors' CRM concerns. Recognizing that the CRM needs of asset management firms is specific to the wholesaler/retail branch environment and somewhat varied from the retail financial professional directly to a client; On-Course Advisors has established The CRM Forum for Wealth Management Advisors.

Purpose:

The purpose of the CRM Forum for Wealth Management Advisors is to provide a platform to facilitate the exchange of CRM related information among constituents within the Wealth Management advisory community. Additionally, to identify like concerns and issues that can encourage the respective solution providers to address those mutual interests.

The Forum is conducted within strict confidentiality parameters with specific sales strategies and product information not discussed. The minutes to the meetings are captured on a company agnostic basis to further protect the sensitive nature of the conversations.

Format:

The Forum typically is segmented into three parts: an open discussion among member firms addressing topics of interest provided by the participants in advance; a topically relevant presentation by a non-commercial subject matter expert and; a panel discussion of a focused topic.

The initial CRM Forum for Wealth Management Advisors will be abbreviated to familiarize the participants with one another and to set the foundation for subsequent sessions. The topics that will be addressed in the initial meeting follows.

Meeting Particulars:

Date:	February 3, 2010
Location:	Alliance Bernstein 1345 Ave of the Americas, 12th floor New York NY
Registration:	8:30 – 9:30
Time:	9:30am – 11:30am

Refreshments will be served / Networking lunch optional

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Agenda

- General discussion of campaign / marketing activity directed to existing clients that each participant is engaged in.
  - How are campaigns defined?
  - How do you structure your CRM to support the campaign?
  - How do you define your goals?
  - How do you measure success?

- What are your approaches to customer segmentation?
  - Asset size?
  - Geographic distribution?
  - Other?
  - How do you apply the segmentation within your CRM?

- To what extent and how is external data used?
  - What external data do you incorporate within your CRM?
  - How is it utilized?
  - How do you measure its effectiveness?
  - How do you evaluate external data providers?

- Alignment of CRM to business strategy.
  - What techniques do you use?
  - What is your implementation strategy?
  - How do you measure the success of the alignment?

- Discussion of support models for CRM.
  - What type of training do you employ?
  - In-house or external?

- Discussion of ROI
  - Do you measure the ROi of your CRM?
  - How? Tools? Techniques?