

Pega Client Lifecycle Management (CLM) for Private Banking & Wealth Management

Transform the customer experience with intelligent automation

Pega Client Lifecycle Management (CLM) offers the industry's best solution across the client lifecycle with its client-centric approach. Wealth management and private banking firms around the world have been able to deliver the best customer experiences, minimize compliance risk, and drive operational efficiencies at every opportunity – just by using the rich functionality of Pega CLM. That includes everything from onboarding a new client and adding a product to stepping across jurisdictions, carrying out a regular Know Your Customer (KYC) review, and offboarding.

Pega CLM offers a comprehensive solution to meet all of your needs – whether you are dealing with wealthy individuals, fund management, or complex trust structures. It also includes the Pega Platform's Know Your Customer (KYC), surpassing other solutions in the market by using intelligent automation, robust case management functionality, and its rich KYC engine and rules library. Changes to case and rules management can be made quickly and efficiently with Pega's low-code factory approach – so you can respond to market and regulatory changes within days, rather than weeks or even months.

- **Deliver the best client experience.**

Provide real-time client engagement wherever, whenever to meet client needs with Pega CLM's omni-channel interface.

- **Cut through the complexity with seamless case management.**

Connect your customer, relationship, and sales teams to your back-office teams and systems effortlessly. Manage complex dependencies and provide visibility and control from front-to-back throughout the client lifecycle, across business lines, products, and jurisdictions.

- **Manage regulatory risk effortlessly.**

Use the power of the regulatory rules engine and workflow to drive compliance across key regulatory requirements, including KYC, FATCA, Tax, and DFA.

- **Implement rapid change across processes and regulatory rules.**

Make changes in days by configuring instead of coding, with Pega's low-code factory approach. This empowers business users, without the need for extensive technology expertise.

Challenge

Customers are raising their expectations as the marketplace gets more crowded with new entrants and technologies. Wealth management and private banking firms are feeling the pressure to increase revenues, drive down costs, and consistently meet regulatory requirements in the face of increasing competition and customer demands.

Solution

Pega CLM's approach to case management creates visibility in one place on all parties – whether it's a fund manager, beneficial owner, or controlling party. Intelligent automation enables orchestration across lines of business, products, and jurisdictions – from onboarding through to regulatory compliance, credit, legal, operations, fulfillment, and offboarding.

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- **Apply a client-centric approach**

Let your clients decide how and when they want to connect with you by using Pega's omni-channel capabilities. Keep your clients engaged at the right time, in the right way, and for the right reasons – whether it's face-to-face, on the phone, online, or by email. Use Pega CLM's client outreach functionality to request document(s) and data to keep information current across the client relationship. Enjoy visibility across the end-to-end process and keep up to date with where client cases are and the next steps.

- **Drive down costs and speed up time to revenue**

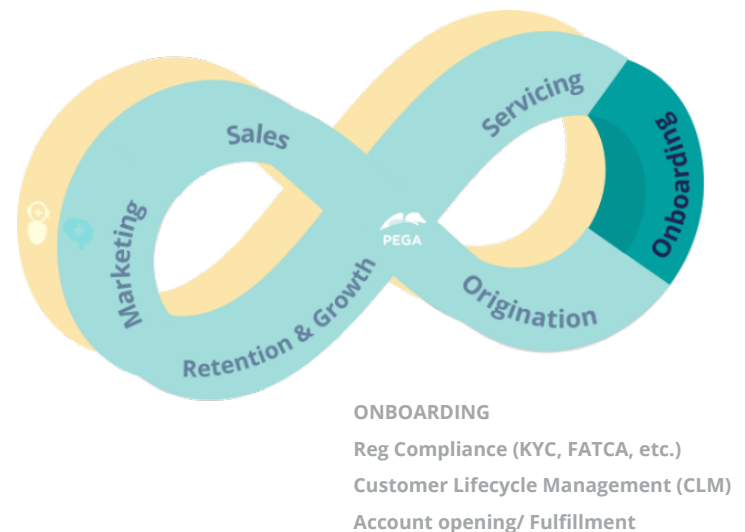
Use the intelligent automaton tools (e.g. NLP, OCR, and ML) that are intrinsic in everything Pega does. Automate repetitive, low-risk activities across end-to-end case management, and empower your resource to focus on the high-value, revenue-generating, and risk-management tasks. Pega's rich functionality enables its clients to look across business lines, jurisdictions, and products to share and reuse client information, as well as take a holistic view to client regulatory risk management.

- **Manage regulatory risk in real time and efficiently**

Use Pega CLM's case management to drive your risk management processes throughout the due diligence process – whether you're dealing with AML/KYC, Tax, FATCA, DFA, MiFID II, EMIR, FINRA, or any other global or country-based regulatory risk. Layer the extensive regulatory rules library that comes with Pega CLM on top, or connect your own rules library, if you prefer.

- **Manage change swiftly and efficiently**

Make the most of Pega's low-code factory approach by configuring changes in days. Empower business users to own and implement change without the need for extensive technology expertise or resources. This approach comes with clear guardrails and process to control the change process throughout.



Pega brings the following benefits:

- Superior client experience
- Faster time to revenue and lower cost bases
- Effective, transparent approach to regulatory risk management
- Holistic view of the client across business lines, jurisdictions, and products