

Case Study

Major Wealth Organization Increase Financial Advisor

Productivity Using AI-driven Coaching →

Client Context

A top 10 U.S. wealth management company was experiencing high advisor churn and **struggling with advisor productivity**. The company wanted to address a key root: lack of systematic advisory coaching on best practices in lead management and product recommendations. Aside from behavioral and organizational issues, the wealth management organization also identified several technology limitations, including:



Sparse data

The data foundation for the sales funnel was sparse and often stored in spreadsheets.



Lack of performance enhancement tool

The client had no tool capable of providing true performance enhancement, such as recommendations and best practices.

Tredence Solution

The goal was to assemble best practices to qualify high-impact client prospects, generate interest, make product recommendations for new and existing clients, and capture client discussion points to recommend the next service action—all via the data fabric.

This entailed the creation of a highly FA-friendly tool to foster adoption and ensure automation and relevance for the tool.

The Approach

Our approach involved building and delivering a fully functional 'MVP FA Productivity Coaching' tool within six months. Tredence experts combined industry best practices with internal needs to develop a wish list of productivity enhancements. This included intelligence on best-win client segments, marketing material, communication sequencing etc. We also conducted a technical evaluation of data sources captured in both production and non-production systems, creating a roadmap for the new tool.

Robust data engineering helped us connect disparate data requirements and build a segmentation, classification, predictive, and natural language models suite. All of this, including input from multiple groups (design, UI, and FA) and leadership, ensured high adoption in a short timeframe.

Business Impact



Decisive approval

MVP resulted in strong positive feedback from FAs.



Improved productivity

The productivity gains are expected to drive at least a 5% improvement in FA compensation and reduced churn.

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