

A Look Into:

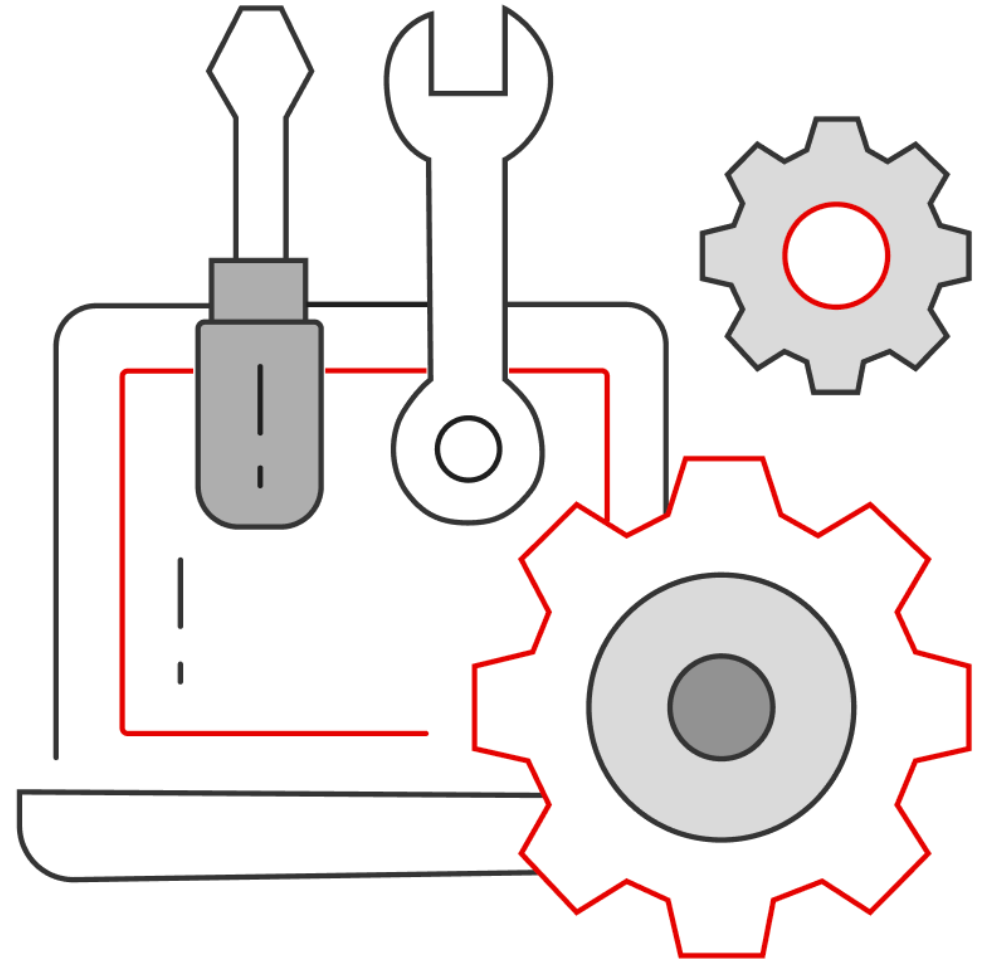
COI Digital Dashboard

Solution Name

COID

Prepared For

UBS Recruitment Team



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A man with a beard and short hair, wearing a white button-down shirt, is smiling while talking on a mobile phone held to his ear. He is sitting at a desk with a laptop in front of him. The background is a blurred office setting with large windows. The entire image is overlaid with a dark grey semi-transparent filter.

The Challenge

Although many banks are starting to adopt improved digital experiences to support the advisory process for private bank clients, one important stakeholder has been left out in these efforts: **COIs (Centers of Influence)**

Many advisors still reach out and follow up with COIs manually, using Excel or other traditional CRM tools which are **not optimized to streamline the COI engagement process**



Our Key Question

“How might we create a **frictionless solution** that can optimize the COI engagement process?”

A dark, semi-transparent background image showing two women in a professional setting. One woman, wearing glasses and a light-colored top, is smiling and looking towards the other woman. The second woman is seen from the side, with long hair, looking down at a laptop. They appear to be in a meeting or collaborative work environment.

Who are COIs? Why are they important?

COIs are individuals who hold the power to **boost an advisor's credibility** and **access to prospective clients** through word-of-mouth, testimonials or referrals. Simply put, they possess the ability to influence the decisions that the prospects take.

A Quick Overview: The Solution

Mission Optimize interactions between private bankers and COIs to bring about positive impact to private banking clients

The Approach

COID was built with the goal of building a consolidated platform for both private bankers and COIs to **gain more value when engaging with one another**. With an integration of basic machine-learning capabilities and third-party software, this platform allows:

- Private bankers to better maintain their relationship with existing COIs and create more meaningful connections with potential COIs
- COIs to be in-the-loop on the progress of their referrals and better understand the financial services in which they are referring to their clients

Features

COID is a digital dashboard with **four curated core features** that will streamline the engagement process of private bankers with their potential and existing COIs:



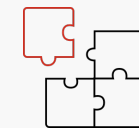
Connect



Learn



Track

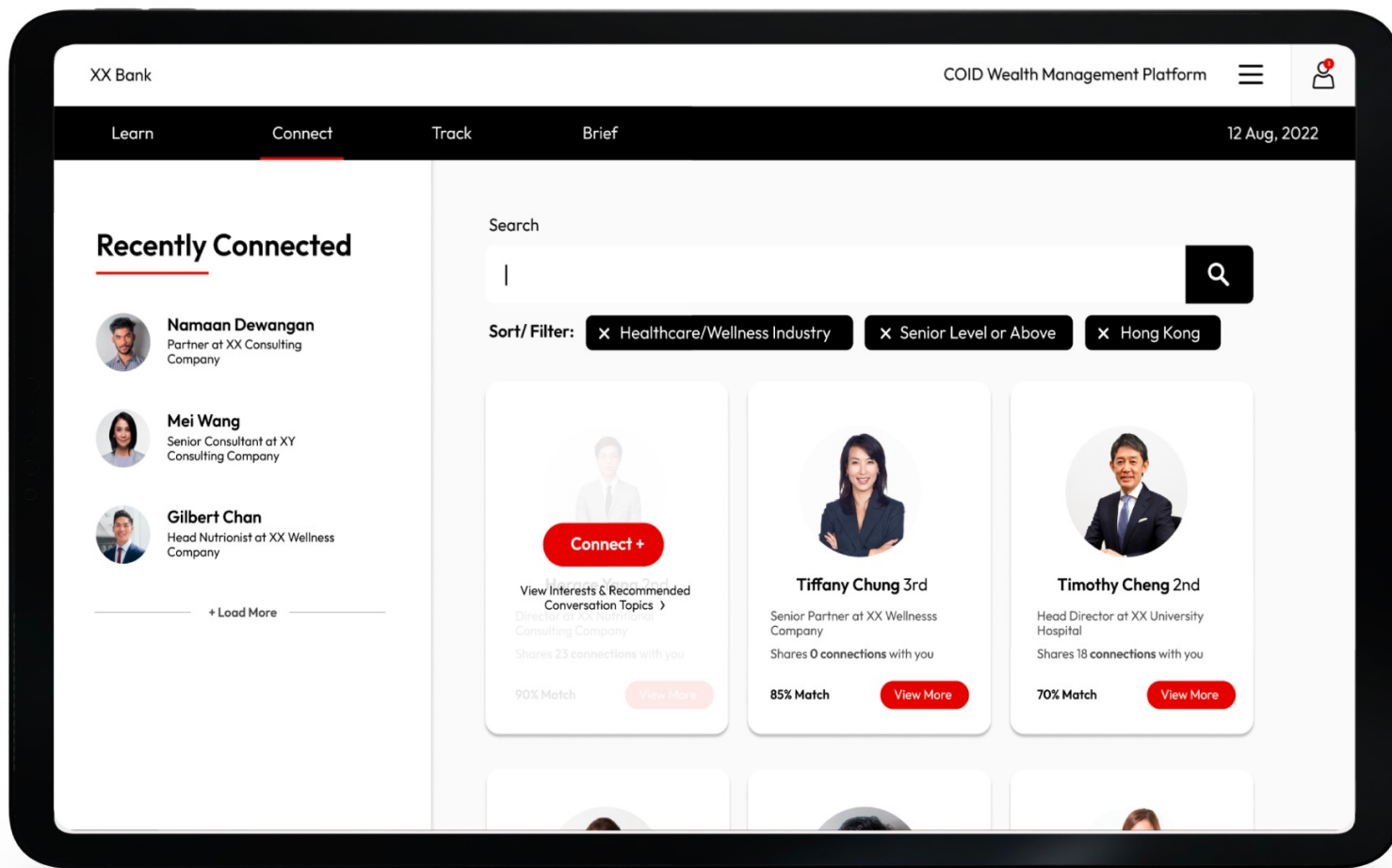


Consolidate

A Look Into COLD: Connect

Description

Private bankers will receive **curated recommendations** on potential COIs that they could connect with based on integration with the **LinkedIn platform**



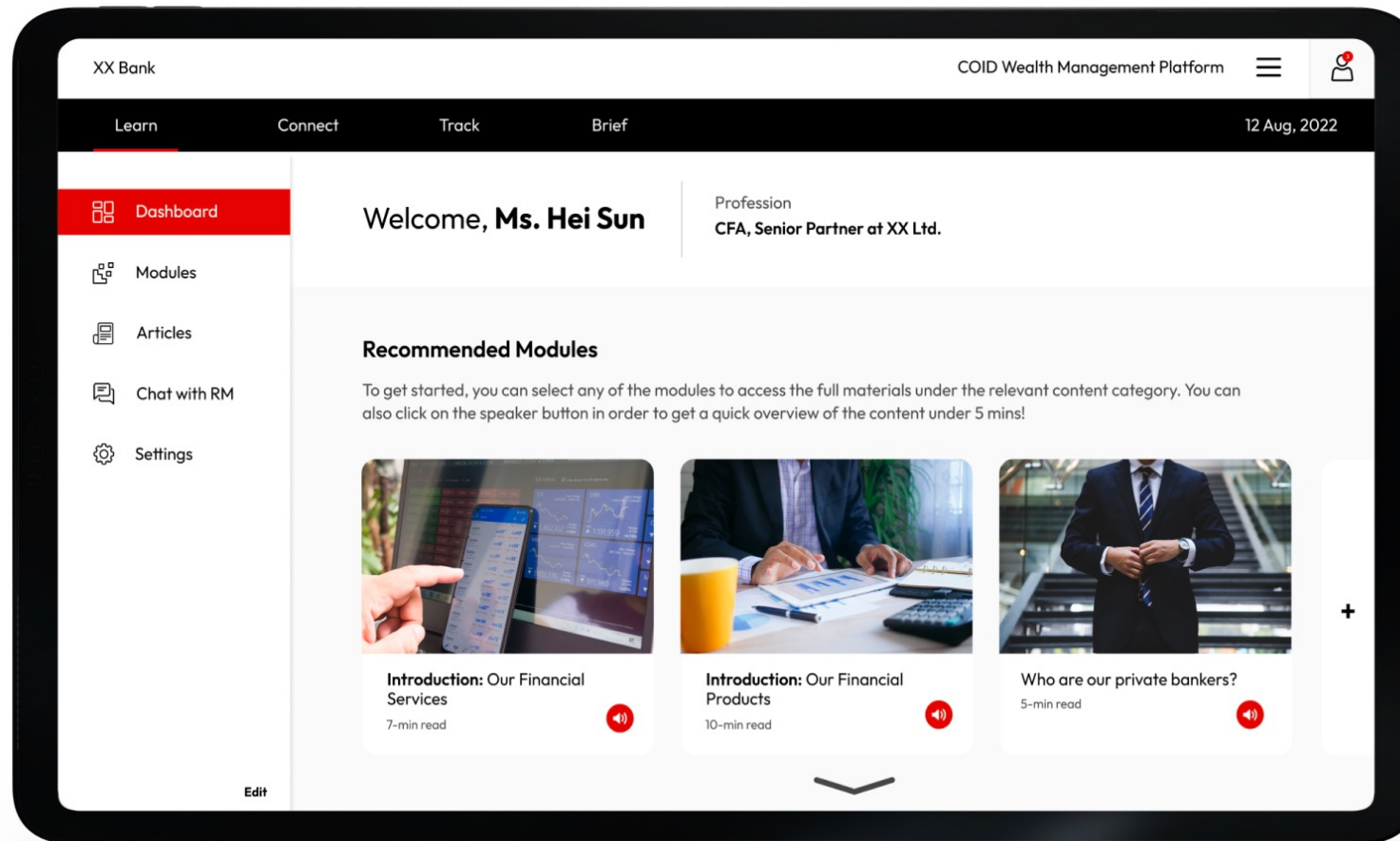
Features

- 1 Connect +**
to directly connect with the COI that the bankers feel are a good match for what they are looking for
- 2 Interests & Conversation Topics**
that generates common interests and identify shared connections from the banker's and potential COI's LinkedIn profiles to help bankers create more engaging starts to their messages
- 3 Sort/ Filters**
to allow bankers to set up categories and specific instructions that they would like the generator to follow

A Look Into COID: Learn

Description

COIs will have the ability to **access learning materials and resources** that will educate them on what financial services and qualifications the bank offers. This will help COIs have a more **comprehensive understanding** of “what” and “who” they are referring to their clients



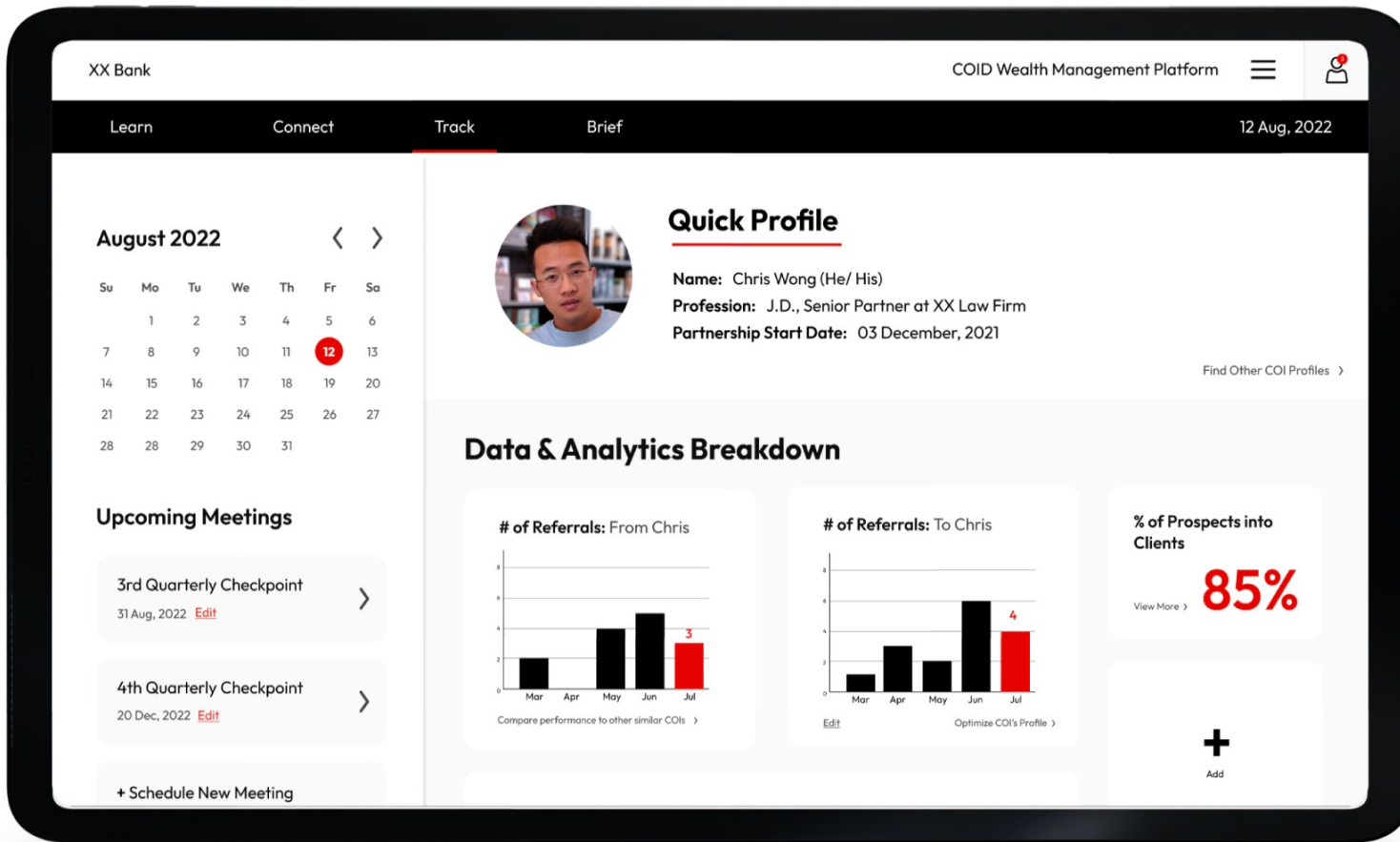
Features

- 1 Bite-Sized Learning Modules**
on financial services offered by bank (i.e. private banker's background information, product details, past historical performance & benchmark comparisons)
- 2 5-min Audio Summaries**
to give a quick look on what the content of the article is; Made for those who simply want a quick overview of the material
- 3 Recommended Modules**
to help COIs choose which resources would be most relevant to them

A Look Into COID: Track

Description

Both COIs and private bankers will have the ability to track select data points to ensure that they are both in a reciprocal relationship throughout the length of their partnership



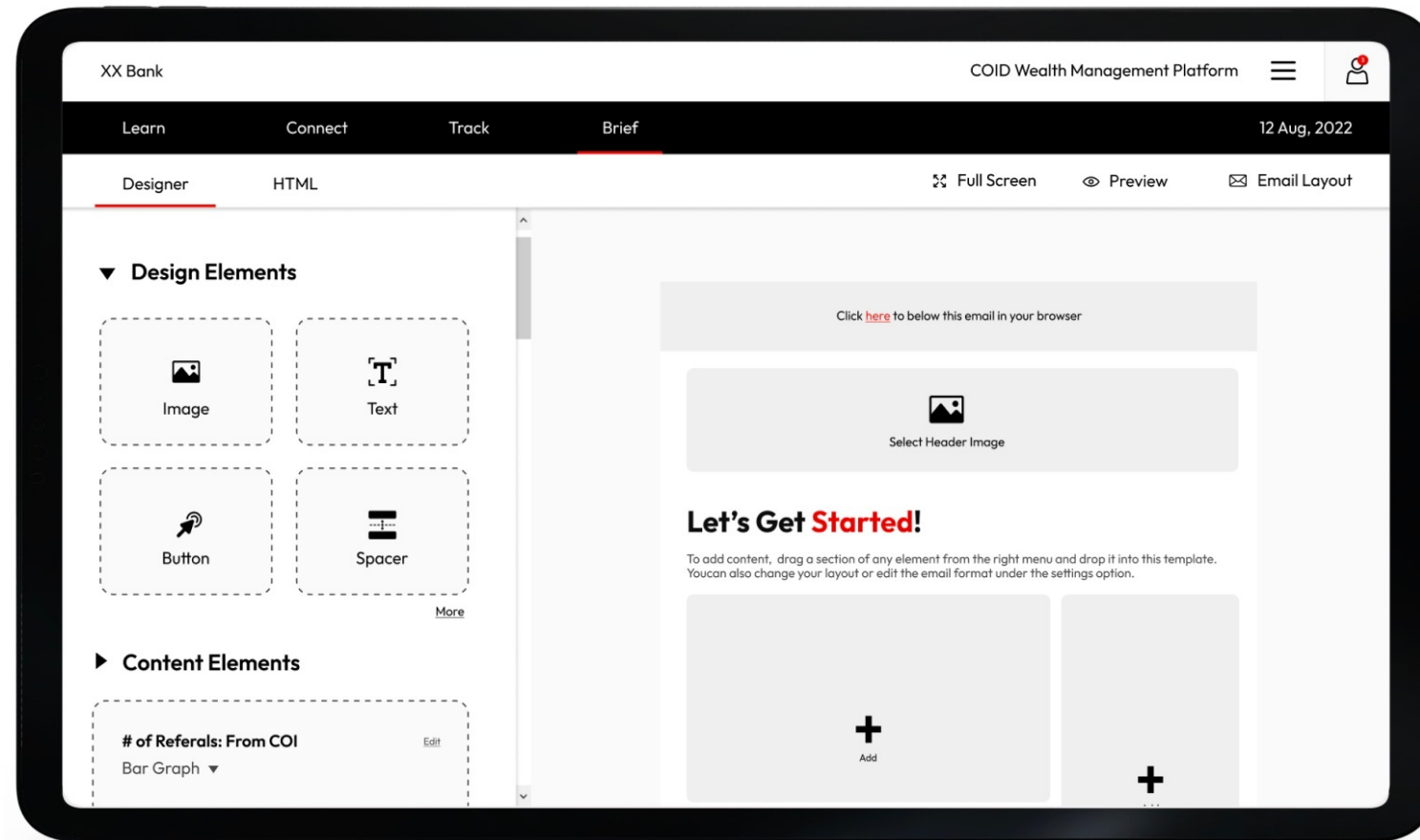
Features

- 1 Schedule Meet-Up**
to help bankers or COIs easily set up a meeting in the case that either party would like to follow up on their progress/ for regular checkpoints
- 2 Profile Information**
to give a quick overview of the banker's or COI's most recently updated accreditations and professional details
- 3 Data Visualizations**
to help both parties see if they are on track with their referrals and view other data points that they may be interested in

A Look Into COID: Consolidate

Description

A drag-and-drop editor that will help private bankers easily put together introduction briefs of COIs to clients or build reports with select data visualizations for COI progress reports



Using different layout templates, private bankers are able to build:

1

COI Introduction Briefs

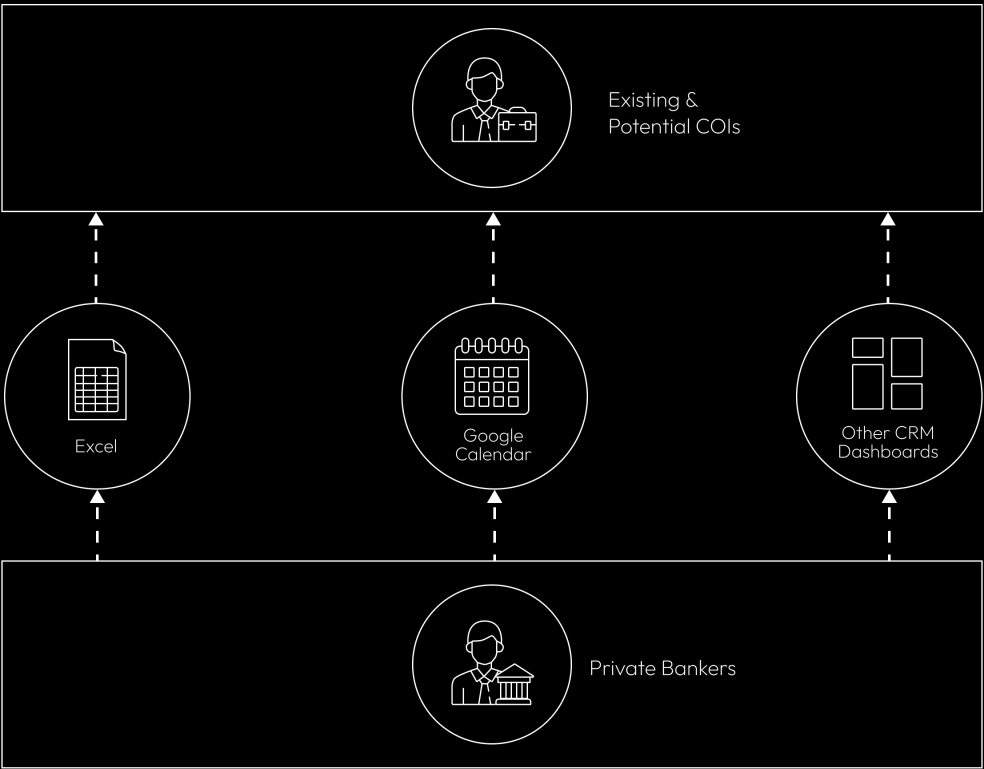
will allow bankers to sort through a database of current COIs, put together an introduction brief with components that they would like to emphasize and use it to refer them to a client

2

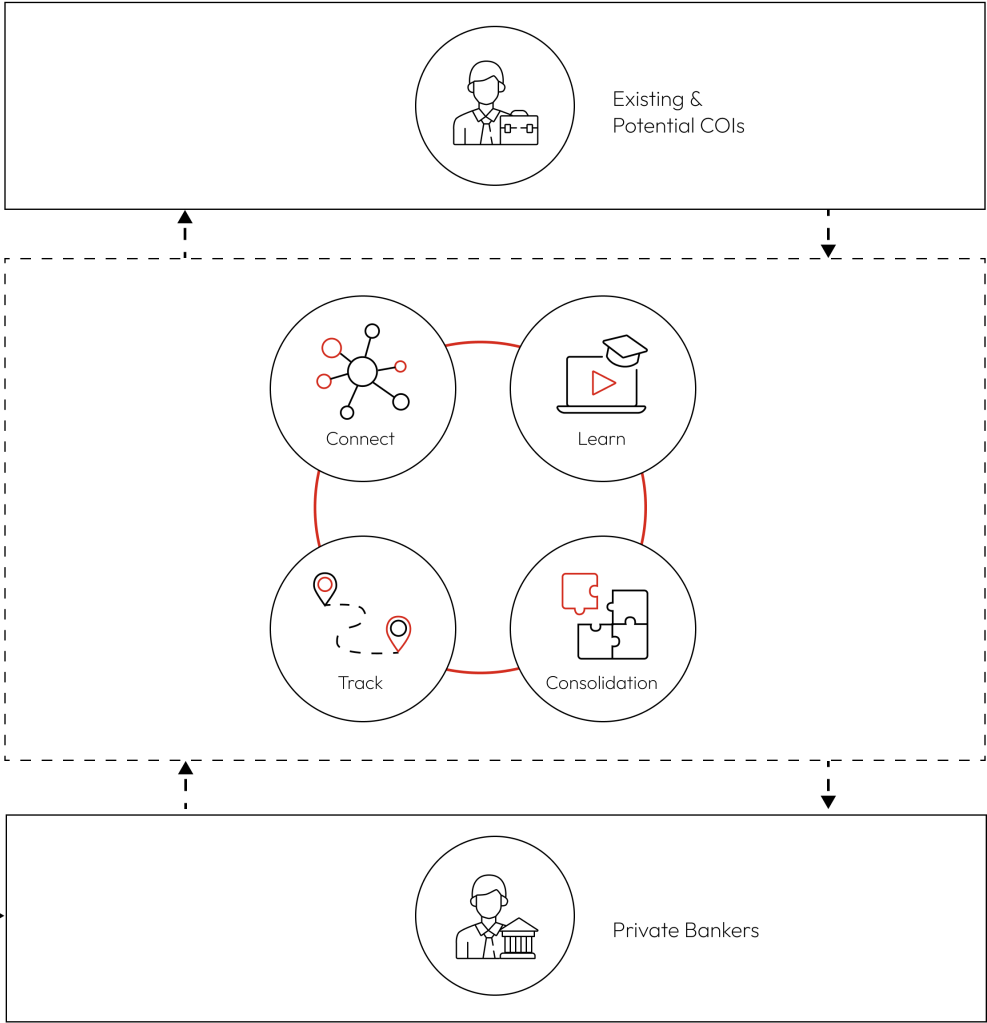
COI Report

can be created to showcase certain data points and its graph visualizations that can be used for progress check points

Comparing to Traditional Solutions...

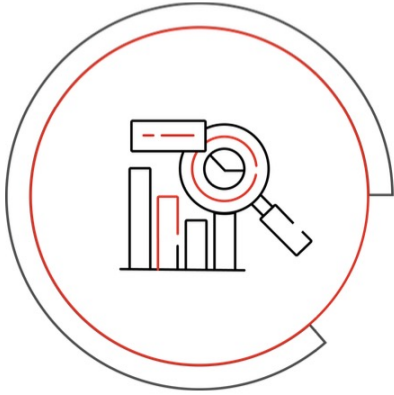


Manual outreach efforts with separate software for different tasks, resulting in a time-consuming and repetitive process



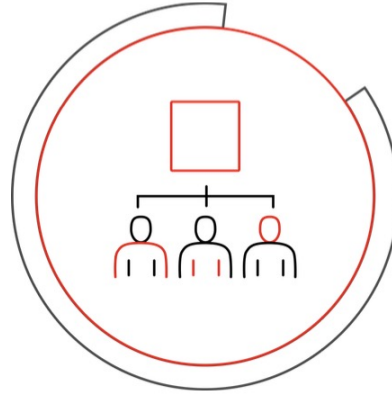
Streamlined database system that allows for more efficient outreach efforts and supports long-last relationships with all engaged COIs

How is COLD different from other CRM solutions?



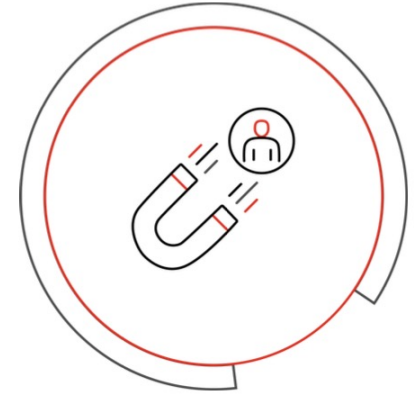
Value-Adding Insights

COLD does not simply present data; Rather, it provides insights and **generates actionable recommendations** for private bankers to take



More Active COI Involvement

It allows COIs to also be **aware** of their progress, **track referrals** and **educate themselves** about the financial services that they are recommending



Catalyzed Engagement Process

Most other CRM systems focus on organizing data of existing COIs as opposed to **supporting outreach efforts**

Potential Impact

1

Reduce **time spent** on daily COI engagement processes

2

COIs feel **more confident** on the service that they are referring, potentially increasing prospective client referrals

3

Track whether the **reciprocal arrangement** has been fulfilled or is one-sided

4

Improve **quality** of private banker-COI **relationships**

5

Free private bankers from mundane tasks and instead **focus on high-value activities**, including direct client interactions and business development