CASE STUDY

Marietta Investment Partners

Salentica supports a highly personalized client experience at Marietta Investment Partners.

Marietta Investment Partners strives to deliver "the ultimate client-oriented experience: more personal and highly personalized." In practical terms, that means knowing clients well, reaching out to them at just the right time and having answers when they call. At a time when high net worth clients have more investment management options than ever, strengthening client relationships is a key differentiator in winning and keeping business.

"We want our clients to know that when they contact us, they will receive a warm, personal greeting from someone who knows them and is ready to assist them," explains Amanda Grams, a Portfolio Administrator who is in daily contact with clients.

These days, firms rely heavily on technology to help keep track of a growing client base. But in 2016, Marietta had lost confidence in its existing CRM system. "We decided we needed to make a change with our CRM system," Amanda says. "The prior system was extremely clunky, not user friendly and allowed little to no room for customization."

The Milwaukee-based firm was a long-time user of SS&C Advent's Axys® portfolio accounting and reporting solution, and also has an interface with Charles Schwab as its primary custodian. "We were looking for a solution that would integrate with our existing products and was user friendly, with a lot of flexibility for customization," Amanda says. "We were also looking for a cloud-based solution that had a mobile capability."

After reviewing several alternatives on the market, Marietta's team concluded it would be best served by Salentica CRM on the Microsoft Dynamics 365 platform, a highly configurable solution designed specifically to address the unique client management and business development requirements of wealth managers. "We chose Salentica CRM on Microsoft Dynamics 365 because it had all of the characteristics we were looking for," Amanda says.

"We chose Salentica CRM because it had all of the characteristics we were looking for."

Amanda Grams, Portfolio Administrator, Marietta Investment Partners

Profile

- Client: Marietta Investment Partners, LLC
- Location: Milwaukee, WI
- Description: Investment advisor serving high net worth individuals and families
- AUM: $400 million

Background

- Firm was using a widely recognized CRM solution for Advisors
- Needed a more flexible solution with customization capabilities
- Wanted to move CRM to the Cloud, go mobile and integrate with existing platforms

Solution

- Salentica CRM on Microsoft Dynamics 365

Benefits

- Ease of tracking client interactions to ensure regular quarterly contact
- High level of customization allows for highly personalized service
- Shared client knowledge enables team to be more proactive and responsive
- Workflow automation enables firm to institutionalize processes
- Integration with portfolio accounting and custodial platforms ensures consistency of data

Seeing each client's whole picture

Salentica provides firms with a comprehensive view of client relationships encompassing families, referral sources and key contacts, as well as their accounts, portfolios and holdings. It also allows for automation of many client servicing workflows and processes. "We currently use Salentica as the hub for all client interactions and tasks for both internal processes and client requests," Amanda explains. "We also use it for our new lead tracking process and for bulk emailing to clients for quarter end report notices."

Because of its flexibility and robust capabilities, Salentica has expanded CRM utility beyond the traditional client service function. "Before we switched to Salentica, the main users of the CRM were the portfolio administrators on the client service team," says Amanda. "But now all of our portfolio managers are on board and are excited to use it. Since they are logging calls and meeting notes, we know when the last contact occurred with each client and what was discussed. Each team member feels confident knowing all the background information before the next interaction."

Salentica has helped Marietta develop a more disciplined and systematic approach to client contact, Amanda explains. "We try to talk with each of our clients once a quarter, but before Salentica we had a difficult time tracking when clients were last contacted. Using the Microsoft Outlook integration for email tracking and Interaction Reports in Salentica, we can use the 'Advanced Find' function to easily see which clients we haven't contacted yet. The simplicity of searching has taken a lot of stress out of the process and saved a lot of time from having to go through each contact page looking for the last interaction."

Streamlining processes and driving efficiency

After just about a year into the implementation, Marietta is taking advantage of some of the deeper functionality available in Salentica. "We are using the Request Management tool to institutionalize all of our processes, including exception protocols," Amanda says. The platform also integrates easily with a variety of SS&C and third-party applications and modules to create a seamless advisor desktop with CRM at its core. "We're looking forward to integrating with Axys and the Schwab OpenView Gateway so we can keep information current across all our systems without having to manually check them against each other."

With Salentica, Marietta has found a solution that adapts to the way the firm works, not the other way around. "While the Salentica system is built and ready to go, my favorite feature is the ability to customize just about everything," says Amanda. "With our prior system, we had no options to change the way forms looked or to automate email notifications. The ease of use and clarity of how the system works is amazing. Being able to work through custom solutions on my own and knowing that Salentica support is available if I run into an issue is really helpful, too."

In other words, Salentica has everything it takes to help the Marietta team deliver the ultimate client experience.

> "Before we switched to Salentica, the main users of the CRM were the portfolio administrators, but now all of our portfolio managers are on board."