

Actionable Client Intelligence for Wealth Management

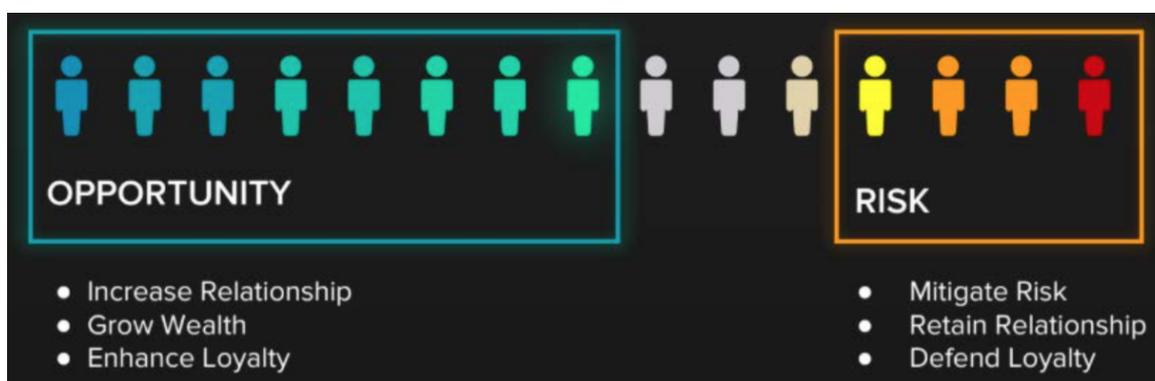
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1 Background preparation

Data Science, Statistics, Statistical Modelling, some finance.

2 Overview: Clients and Wealth Management



Can we predict when a wealth management client is about to make a redemption?

Responsive AI is a venture-backed startup in direct-to-client wealth management, hybrid wealth technology (B2B), and data-driven client intelligence research. This summer we are celebrating three years of operation and the close of our US\$1.1mm seed financing round.

We call our client intelligence research **Responsive Symbiosis**. The idea is to learn commercially valuable information about clients from their transactional data. Delivering this insight to advisors empowers the advisors and builds trust from clients. A colourful example (that we are not doing!) is facial recognition: a bank teller is fed the client's name just as the client walks up to the desk. "How are you doing Ms. Applegate?" Power the advisor, earn trust from the client.

3 Problem Description

Responsive Symbiosis is a tool for financial institutions to focus their advisor effort by identifying opportunities and risks learned from the client's own actions and the actions of similar clients. Our goal is to mine the client data to assist the advisor in providing excellent service to each client.

We like to think about a good old-fashioned small-town banker that really knew his clients: driving trust and useful advice. Our AI and machine learning are going to help modern institutions deliver uncanny anticipation of needs and cross-product opportunities to client-facing staff to make them more scalable and more awesome.

The data we have for this workshop are demographic information about the clients as well as their banking and wealth management transactions (revealed profile). Some questions we would like to answer in analyzing this data are as follows:

- Can we cluster clients based on behaviour or description?
- Do clusters that look the same in one way behave the same in another?
- Can we connect research insights to commercially useful workflows?