

A Case Study of PowerAssist Technologies Inc. and their AdvisorPower Solution™

CASE INTRODUCTION

Paul B. (Vice President, Senior Investment Advisor of a national Wealth Management firm) is a leading advisor in Canada with a 9-figure book and a support team consisting of 3 licensed administrators dedicated to driving the business forward. Paul has been a long time client of PowerAssist Technologies Inc. who can attest to the 'test of time' regarding PowerAssist's abilities and the confidence that their AdvisorPower™ Solution and service has allowed him.

Paul found himself with a large book and a large client base and needed help to continue to provide appropriate service levels to ensure that what made him successful could be feasibly continued as he continued to grow.

GOAL: PROACTIVE

Paul's goals were typical of his class:

- 1) To spend the majority of his time in front of clients and branch referrals
- 2) Have his team support his marketing and client service efforts by processing business and responding to client inquiries where possible
- 3) Better manage revenue & lifestyle

PROCESS: REVUE AND IMPLEMENT

PowerAssist's AdvisorPower™ process navigated the team through client segmentation, contact management, service plans and business development resulting in a comprehensive client & business management strategy. From there, PowerAssist ensured that ANY technology solution had to reflect the "Strategy" and enhance the process.

RESULTS: CRM

EVERYTHING goes through a CRM (Client Relationship Management) software solution that was configured off the shelf by PowerAssist to ensure that the software reflected the team's process.

RESULTS: INCREASED FACE-TIME

Nothing falls through the cracks as he spends *more* time with clients and referrals. He focuses on revenue generating meetings with the confidence of a process oriented support team to back him up.

Utilizing technology for shared calendars and easily assigning each other tasks, his team is constantly informed of what needs to be done and where he is - although he may be 5 minutes late! Scheduled client reviews according to needs are divided between phone updates and in-office reviews.

RESULTS: INCREASED COMMUNICATION AND REVENUE

They can now easily communicate to the clients *appropriately* and efficiently w.r.t. new offerings, reviews and client appreciation. Having defined appropriate client categories that reflect their business process allows for efficient and EFFECTIVE communications. This is all reinforced with an AdvisorPower team process and joint understanding of policies regarding CRM and revenue growth.

RESULTS: BUSINESS GROWTH STRATEGY

PowerAssist's AdvisorPower™ Consulting has also assisted in refining their growth/ revenue model to identify and REALIZE increased revenues within their existing business philosophy. Client & Product Segmentation with an associated revenue analysis was a key precursor. Implementation was easy and has resulted in managed growth and rewarding their personal lifestyles.

RESULTS: PROACTIVE BUSINESS GROWTH

Paul has reduced the "cut-off frenzy" as the entire revenue process becomes part of their new proactive business model. Because they have received the unique benefit of our approach to "learning" CRM, they are able to leverage that knowledge investment and are able to respond IMMEDIATELY as their needs change and new opportunities are defined and capitalized.

RESULTS: CONFIDENCE

PowerAssist's expert technical support has seen them maintain 100% data integrity through upgrades, computer crashes and office relocation. We have assisted Paul with integrating his Palm, laptop, remote sync and now his latest PDA. PowerAssist has facilitated a real solution with real results and has proven time and again their value, as a strategic partner in Paul's business and lifestyle goals.

The fact stands true that they are self sufficient for the majority of their needs. This unique process provides the team with a very solid foundation for effectively service to enhance their existing large base. Implementing new strategies becomes easier and easier as revenues and client share continue to grow.

Paul is quite busy; however he is happy to discuss. Please contact David J. Stevenson of PowerAssist Technologies (877) 769-3769 for his direct number.

PowerAssist Technologies Inc. (www.power-assist.com) implements proven solutions for successful advisors, dealers and manufacturers in both the wealth management and insurance sector.

PowerAssist Technologies Inc.
T: (877) 769-3769
P: (416) 949-1015
E: davids@power-assist.com