

Case Study

The JSMT logo consists of the letters 'JSMT' in a white, bold, sans-serif font, positioned on a solid blue rectangular background.

The best... made even better

Our client was a successful investment broker, selling highly specialised investment opportunities over the phone.

A team of skilled sales people used their niche market product knowledge and sales expertise to sell investment opportunities to boost their clients' portfolios.

The Problem

However, the tightly regulated organisation faced a number of administrative challenges.

Every action had to be carefully recorded and documented, and the huge volume of paperwork which accompanied each sale meant that only a limited amount of the day was spent discussing opportunities with the clients.

The rest of the day was dedicated to printing off forms and contracts and satisfying the regulatory bodies that the work was being delivered to a perfect standard.

The constant interruptions to the work flow meant that the sales people struggled to get back in to the rhythm once a piece of work was complete, and preparing for each call was taking a long time. As if this wasn't enough, the products on sale were specialist and required detailed knowledge, and the available products changed constantly.

...their potential for profitable growth was strictly limited

Clients liked to build a strategic portfolio with a blend of products which complemented and balanced the other. This meant that careful research had to be carried out before each call so that the broker could recommend the very best set of options to suit their needs.

Although the business was very successful, and boasted a large base of satisfied customers, their potential for profitable growth was strictly limited by the heavy administration and processing which each sale required.

The Solution

JSMT closely analysed the sales process and understood

what information the sales people needed to have at their fingertips and when, during the day.

We then looked at the process of researching, pitching and processing an investment sale and looked for opportunities to streamline the process.

Our recommendations spanned a number of areas; from technology through to the daily processing of transactions. We specified a highly sophisticated, personalised CRM system which automatically prompted the broker to make logical investment portfolio choices, based on the products which the customer already owned.

This saved time and furthermore, afforded the specialist brokers more confidence and agility in their consultations with clients.

... the brokers could dedicate their time to doing what they did best

We implemented a telephone system integrated to the CRM system which enabled calls to be effortlessly recorded (for compliance purposes) and reduced time and errors in dialling.

We also introduced process changes, enabling all of the document production to be handled at the end of the day in one, efficient sweep, instead of a disruptive pattern of administration through the day.

The Result

These changes meant that the brokers could dedicate their time to doing what they did best. They could sell confidently, as all the information they could need was at their fingertips at the right time in the sales cycle.

Customer service was improved as they had detailed knowledge about a customer's preferences and current investments readily to hand, and so their suggestions were accurate and appealing.

This enabled increased sales, and fuelled longer term growth for the organisation as a whole.

JSMT

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If you are looking for a consulting partner who is responsive, intelligent, easy to get along with and exceeds expectations, we'd like to think we are just what you need. We like to think of ourselves as unfailingly polite, friendly and bright people who you'd really like to have working within your own organisation.