

# doxim<sup>®</sup>

TRANSFORMING CUSTOMER EXPERIENCE



**CASE STUDY**

## **McLean & Partners**

**Speeds and Simplifies the Account Opening  
and Updating Process**



## Executive Summary

### Customer

McLean & Partners Wealth Management Ltd. is an independent wealth management firm based in Calgary, specializing in global dividend growth stock investing for over 25 years - more than \$1.0 billion dollars in assets under management.

### Challenge

Changes to account opening processes including information gathering, workflows, and documentation were time consuming and not optimized to improve the customer experience.

### Solution

Doxim Client Onboarding account opening software was implemented to automate account opening processes and make it easier for business personnel to modify customer account information.

### Benefit

Enable business to take control of system. Customer documentation is now consistent with corporate branding. Changes can be made quickly and customer information is now stored in a secure, central location.

## The Customer

McLean & Partners Wealth Management Ltd. provides portfolio management advisory services to high net worth individuals, trusts, and not-for profit organizations. Their business model is characterized by the need to provide superior customer service. In addition, the firm is responsible for keeping abreast of regulatory changes at every level.

## The Challenge

McLean & Partners' manual, paper-based account opening process involved a considerable amount of time and effort to maintain. Opening additional client accounts involved re-typing current information on the client application, a manual and time consuming task.

The client account opening documentation was based in MS Word, which left it exposed to discrepancies because wording and formatting could easily be altered by any staff member.

The result was a document inconsistent with the branding of McLean & Partners' marketing material. In addition, staff were never completely sure if they were using the latest versions of new account forms.

The manual, paper-based approach to account opening presented a number of challenges. Changes to client information and documentation were not immediate, and it was time consuming to maintain and support the manual process across the entire business. Paper work was inconsistent and access to customer information was not readily available. McLean and Partners turned to Doxim for help.



## The Challenge

McLean and Partners selected Doxim Doxim Client Onboarding, an electronic account opening solution for financial services firms because of its automation capabilities, and immediately realized the benefits of automating the new account opening and update process.

**“Doxim Client Onboarding was chosen because of its ability to automate some of the account opening/update functions within our business.”**

*- Alan Rees, COO*

This solution is designed to enable business personnel (with proper permissions) to configure all aspects of the account opening process including questionnaires, business rules, and generated documents. Updating the account opening process is now completed in three easy steps; Change, Review, and Deploy. Questions can be added and previewed immediately by business personnel and workflows can be viewed graphically, showing the accounts flowing through the system.

Doxim Client Onboarding allows businesses to focus on what they know, while allowing the system to transparently handle the complexities of web design, data storage, document generation and pagination, audit histories, and permissions behind the scenes.

With the most recent version of Doxim Client Onboarding, McLean & Partners’ account opening and updating process have been automated, eliminating the need for repetitive client data input, in effect, increasing overall productivity. Updates can now be completed on-demand, without the long lead-time associated with the manual process.



### Connect with Doxim

Learn how Doxim Client Onboarding can streamline your account opening and updating processes

Doxim is a leading provider of SaaS-based customer communications and engagement software for banks, credit unions, and wealth management firms. Doxim’s Customer Engagement Platform helps financial institutions transform their client experience, communicate effectively throughout the client lifecycle and improve cross-sell and upsell activities that drive increased wallet share. The platform addresses key digitization challenges, from automated account opening, through improved, personalized communications to anytime, anywhere content access, tailored to a client’s channel preferences. This eliminates costly traditional paper-based, manual processes and enables cost-effective provision of an omni-channel experience that delights customers and improves their long-term loyalty. Find out more at [www.doxim.com](http://www.doxim.com).