

























# GENERATIVE AI USE CASES FOR WEALTH MANAGERS


SALES & CLIENT SERVICE				INVESTMENT		MID & BACK OFFICE	
1	2	3	4	5	6	7	8
Discovery	Proposal	Periodic review	Client servicing	Marketing	Portfolio management	Risk, legal and compliance	IT and operations
<p><b>1A</b> Drafting of prospect client profile summary, key questions, initial ideas based on available data</p> <p></p>	<p><b>2A</b> Drafting of personalized investment proposals for clients based on needs assessment</p> <p></p>	<p><b>3A</b> Drafting of customized portfolio review based on client requests and past conversations</p> <p></p>	<p><b>4A</b> Interpretation of inquiries, matching with similar questions and responding in customized way</p> <p></p>	<p><b>5A</b> Drafting of customized marketing materials and scripts targeted to multiple segments or channels</p> <p></p>	<p><b>6A</b> Proposing next-best investment ideas from a defined universe based on CIO guidelines and client goals</p> <p></p>	<p><b>7A</b> Searching and summary of legal and compliance documents</p> <p></p>	<p><b>8A</b> Code writing and debugging</p> <p></p>
<p><b>1B</b> Proposing high-potential leads by scraping public news or data based on</p> <p></p>	<p><b>2B</b> Drafting of financial planning options tailored to client needs for multiple scenarios</p> <p></p>	<p><b>3B</b> Proposing next steps and drafting engagement plans by extracting insights from client-advisor conversations</p> <p></p>	<p><b>4B</b> Creation of personalized content for clients across all communication channels</p> <p></p>	<p><b>5B</b> Synthesis of market feedbacks and customer behavior data to generate marketing campaign ideas and plans</p> <p></p>	<p><b>6B</b> Generation of triggers for client portfolio changes or rebalancing based on client information or market conditions</p> <p></p>	<p><b>7B</b> Drafting of risk and performance reports</p> <p></p>	<p><b>8B</b> On-demand customized reporting of financials, operational incidents, KPIs, and more</p> <p></p>
<p><b>1C</b> Collecting initial risk and priorities info from client in interactive way ahead of first meeting</p> <p></p>	<p><b>2C</b> Review of client's existing portfolio, recommendation of next steps with reasoning</p> <p></p>	<p><b>3C</b> Generation of a list of clients relevant to a particular task and drafting of assignment and communication</p> <p></p>	<p><b>4C</b> Proposing client meeting agenda and talking points with reasoning to support recommendations</p> <p></p>			<p><b>7C</b> Augmented security master updates</p> <p></p>	<p><b>8C</b> Paperwork/form assistant that pre-populate data, suggest complete version</p> <p></p>

## 5 core capabilities Gen AI enables

 Interpreting information and learning patterns

 Searching for information

 Responding to and interacting with humans

 Summarizing and organizing information

 Creating and customizing new content