

# Role of Technology in Wealth Management

 Edelweiss | PRIVATE  
WEALTH



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# TECHNOLOGY



## Improving digital experience for the customer

Account Opening Revamp | Revamped Reporting Interfaces |  
Private Wealth Mobile App



## Improving digital experience for FA/CXOs

Automated QRCs | Transaction Processing



## Enhancing experience for Operations

Automated Reconciliation Processes | Back-office revamp

# Digital Experience for Customer



- Client first approach
- Best in class & cloud-powered solutions
- 85% accounts opened within TAT. TAT reduced from 72hrs to 24hrs.
- Best in class App for UHNI – Edelweiss Private Wealth App personal yet professional touch with the RM/CXO





- Automated delivery of service requests:  
Statistics : 94% of 2200 service requests like portfolio statements, bank statements etc leading to time saving of over 2 FTEs
- Transaction processing systems:  
Statistics: Executed 30,000 transaction with gross value of INR 4500 Cr+



# Digital experience for Employee



- Robotic process Automation led to increased scale of operations:  
Statistics: Back-end processes automated 70%;  
aim to reach 85% by end of the year
- Re-platforming:  
Statistics: Capability to handle over 10x volumes



## Block Chain

- Blockchain in banking and financial services market size is expected to grow from \$1.17 billion in 2021 to \$12.39 billion in 2026 at a CAGR of 60%\*\*
- Simplify, rationalise and refine back-end processes
- Possibility of same day or even real time settlement of stocks traded on exchanges.





## Meta Verse & Hyper-personalization:

- To be driven by data, analytics, AI & Automation
- Financial services firms outpaced other sectors in their prioritisation of AI and Machine Learning (ML) by 36 percent more\*
- Use of AR/VR to address customer specific needs >> Investment needs, Regional Language, Specific likes/dislikes etc





## Internet of Things(IOT)

- 360 connect through Internet of Things (IOT) – clients will be everywhere and will expect their Wealth Managers to be there as well.
- Ability to manage multiple devices that one uses, using just a single, like phone.
- Getting financial data or giving instructions in future on the go, using IOT, like Alexa enabled services





**Thank you**