



Case Study

Banking and Finance

Powering Asset Management & Wealth Management with Robo Financial Advisors

In the techno era, with every vertical becoming modernized and hi-tech, wealth and asset management through automated investments are also evolving. Newer digital platforms are coming up with facilities for automated and AI driven financial management that requires minimal human intervention. But getting a good robo advisor is only half your problems solved. Ensuring that the UI is friendly and compatible, updated real-time with financial market advisory in the required format and adapts to the userbase is equally important.

Our client is one of the world's largest asset managers, with over \$700 Billion in aggregated Assets Under Management (AUM). They had an 82% stake in online robo advisor tool to boost the company's alternative distribution business with technology-enabled investment advice.

The Business Challenges

Post acquiring Robo Advisor, the client faced business challenges that ranged from lack of user friendliness to limited user education for first time users of robo advisor. Other issues were

- Robo advisor was traditional and operated with a basic web-based portal having less user-friendly features and a legacy interface that made the overall investor experience dull and dated.
- The platform lagged functionalities for on-boarding of new investors and options to open new accounts directly from the portal.
- A One-Stop-Solution for user account features was missing, which led to limited visibility and poor education of its new user base made the functionality seem more complex.

The Hexaware Approach

Hexaware made a thorough study of the financial advisory market, analyzed the UX Research documentation available and captured personas of the app users before designing an intuitive interface with a simplified and customized UI.



We harnessed the use of data visualization to display investment growth and the user's portfolio in a single view and a simulated gamified experience for investment advice reduced manual intervention

An interactive goal summary screen was developed for users to set their financial goals and view simulations of their current and hypothesized investments over a set timeline across different market conditions.



Business Benefits

The newly designed Robo Advisory App could be easily adopted by non-tech savvy and debuting investors with many benefits including

- Flexibility for white labelling so that our client could provide it to their institutional clients, who could then add their own Logo and theme.
- A single view of all user's investments with simulations of financial goals. This instills confidence amongst investors around how a respective product would perform and fit their requirements.
- The platform is structured to enable quick on-boarding and decision support at various stages of the investor journey.

The newly created Robo advisor unfolded a plethora of functionalities to delight investors which were otherwise missing in the web portal. Now our client is able to make the best out of their existing Robo Advisor and derive modernized and hi-tech, wealth and asset management.



About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and Consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight. We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy—'Automate Everything™, Cloudify Everything™, Transform Customer Experiences™.' Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

Learn more about Hexaware at <http://www.hexaware.com>

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Safe Harbor Statement

Certain statements in this press release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Hexaware has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry.

