



## Technology-Enabled Services Case Study: *Operations Optimization*

# LEADING GLOBAL BANK

## COMPANY OVERVIEW

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The client is a leading global financial services group providing investment banking, private banking and asset management services to individuals and corporations around the world.

## THE CHALLENGE

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An increase in investor activity within the Alternative Investments group placed existing operational processes under pressure. New investor approval was too slow, transfer requests were inconsistently and inadequately handled, and both management and front office personnel lacked timely insight into critical areas.

The Investor Operations group responsible was under fire from its internal clients to improve its performance in order to comply with agreed service levels, or risk investor dissatisfaction. Management realized that it first needed to gain a better understanding of the underlying causes of the problems before devising a solution.

## THE SOLUTION

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The client engaged TwoFour Consulting for a comprehensive Operations Optimization aimed first at identifying process bottlenecks, and subsequently at defining and implementing an appropriate solution.

TwoFour Consulting conducted a detailed, hands-on analysis of data and processing associated with investor 'sales and transfer' and 'new fund closing' activities to collect data and identify suboptimal performance points.

The investigation revealed a number of areas where significant improvements could be made in the main processes. TwoFour Consulting recommended an issue tracking and workflow tool to strengthen operational practices and improve ongoing control.

The client further engaged TwoFour Consulting to implement the identified process flow improvements and develop the associated

### COMPANY PROFILE

#### International Financial Service Group

Leading global bank specialized in investment banking, private banking and asset management

### CHALLENGE

Increased investor activity put key operational processes in the Alternative Investments group under pressure

### SOLUTION

Detailed analysis of main operational processes, resulted in operational optimization strategy and implementation, including a new issue tracking and workflow tool to standardize performance and improve transparency

### BENEFITS

- Significant increase in satisfaction among the Investor Operations group's internal clients
- Improved investor approval and transfer request turnaround time
- Higher percentage fulfillment of contractual SLA requirements
- Increased visibility into approval and transfer processes through new, comprehensive reporting mechanism
- Cost-effective implementation of issue tracking and workflow tool

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support tools. TwoFour Consulting has also provided ongoing staff support to help the client cope with increasing business volumes.

### THE BENEFITS

The recommended improvements have had a significant impact on the client's internal operations and, indirectly, on overall investor satisfaction.

Following the Operations Optimization engagement, the Alternative Investment Operations group is able to process approvals and requests much more rapidly and can better monitor performance with accurate, up-to-date views and reports on investor activity. The group is now achieving the efficiency levels necessary to continue to scale operations to meet ever growing demand.

TwoFour Consulting remains an ongoing advisor and key partner to the client. In addition to supporting the bank's ongoing operational needs as its business volumes continue to increase, TwoFour Consulting has been engaged to evaluate and implement opportunities for the bank to move a number of key operational activities offshore.

*"TwoFour Consulting's fast, comprehensive approach to process optimization has given a significant boost to operations. Performance is up, service levels are better, client contact has improved and morale is at an all-time high. In a word, our experience with TwoFour has been great."*

#### **Director**

**Alternative Investments / Investor Operations Groups**

### ABOUT TWOFOUR

TwoFour provides technology-enabled business solutions to leaders in the financial services industry. Headquartered in New York, TwoFour is a privately held professional services and development company that has enjoyed continuous growth and profitability. We are committed to:

- Delivering innovative solutions that solve our clients' most pressing problems;
- Anticipating and preparing clients for the impact of future industry dynamics on their business; and
- Acting as a strategic partner to leaders in the financial services industry, offering cutting edge, value-added counsel and services.



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