



Nintex helps Equilibrium map success for its clients

Wealth management company, known for its award-winning personalized services, uses Nintex Promapp® to ensure exceptional and consistent service for its clients.

Organization

Equilibrium Financial
Planning

Website

www.eqllp.co.uk

Industry

Financial Services

Country

United Kingdom

Business situation

The various approaches used by the company's multiple advisors posed the risk of inconsistent customer service and costly mistakes.

Solution

Equilibrium leveraged Nintex Promapp to standardize and manage processes more efficiently, including client onboarding and document management while facilitating better communication across the company.

Benefits

Achieved consistent client onboarding process and faster response times

Nearly 300 processes mapped and more than 200 published

11,000 process views and climbing

A maze of inconsistent processes can lead to costly errors

For nearly 25 years, Equilibrium has provided its clients with expertise on wealth and investment management, pensions, and estate planning strategies. The organization specializes in post-retirement wealth management and differentiates itself by going beyond simply offering advice on investments. Instead, Equilibrium is committed to developing long-term financial plans that make a positive difference in their clients' lives. The organization believes in transparency and offering a more personalized service than your average financial institution.

However, as Equilibrium's client base has grown to over 1,200 managed accounts, they recognized the need for structured processes in order to maintain the highest standard of customer service and keep in line with their brand. With multiple managers and advisors serving clientele, the firm lacked a documented approach to processes that ensured a consistent customer experience across the board.

To manage this workload, the company maintains a team of seven advisors and a support staff of 90 at their head office. With multiple team members and advisors, each with diverse opinions and unique ways of working, Equilibrium faced a challenge to maintain consistency in their approach to managing accounts, particularly when onboarding new clients.

Recommendations and first impressions are crucial to attracting leads and retaining clients. Equilibrium could not afford to make mistakes or compromise customer service at such an early stage of client relations. Simple mistakes could cost leads and negatively affect the reputation of the organization. In some cases, mistakes could even lead to regulatory violations and fines.

Mapping out the future with Nintex

“We are heavily regulated. If someone makes a mistake that costs a client money, we always put it right. We’ve found that mistakes made through poor understanding of processes can cost the business a lot of money.”

— **Toby Ellington**, Head of Systems & Processes,
Equilibrium Financial Planning

Toby Ellington, Head of Systems and Processes at Equilibrium, knew they needed to find a better way to ensure processes were managed appropriately and executed consistently and accurately. The company needed to find a way to clearly communicate new, standardized approaches for its most critical processes like client onboarding and new lead management. However, even circulating ideas for better practices across the organization proved difficult.

Management historically relied on Yammer announcements and tools like Microsoft Word to produce process documentation. These strategies often resulted in key communications being missed by employees, with any attempt to improve a key process failing before it had begun. Ellington realized Equilibrium needed a tool that could manage processes and improve consistency across the company, which led them to Nintex Promapp.

Investment in visibility, simplicity, and control pays dividends for Equilibrium

Equilibrium required a business process management tool that would allow them to efficiently control, manage and review processes in a way that fit the diverse work styles of its team. A tool that provided visibility in a variety of formats was an important feature for the company.

Nintex Promapp's visual and outline formats for mapping was a unique benefit for Equilibrium's client management team. The ability to switch between a visual map and detailed process outline drove initial interest in the solution and has been a big factor in its successful adoption.

Another selling point for Equilibrium was how quickly Nintex Promapp could be implemented without need for extensive training. The tool is so easy to use that the organization's line of business experts could rapidly map out client management processes right away, and in a way that they knew would be effective. From there, they could roll these processes out to the rest of the organization to ensure correct execution.

Nintex Promapp also allows all team members to contribute to processes and help improve them. Once mapped, all team members can review, comment and ensure the correct documentation of each process.

The smooth implementation and buy-in from key members of the client management team helped Equilibrium focus on mapping its high-priority client management processes most in need of standardizing. "We wanted to start by identifying the parts of the business that are most complex and highest risk, and then mapping those first," Ellington emphasized.

One of the most important processes Equilibrium tackled first was new lead management – a process that can span 9-12 months, on average. From adding the lead's details to the CRM solution and scheduling initial meetings, to updating client information and generating management reports — each stage must be accurate and consistent for every lead. Nintex Promapp made it easy to ensure each step was accurately followed, no matter who worked on the lead or managed the case.

“Virtually half our organization works in client management — and they are the people who need the most support. We wanted to map everything for them, relying on experts within the team, so that we’d be able to improve the quality of the work from this key part of our business.”

— **Toby Ellington**, Head of Systems & Processes, Equilibrium Financial Planning



So far, Equilibrium has mapped nearly 300 processes, with over 200 processes published and in use. With more than 11,000 process views to date, Nintex Promapp is widely embraced across Equilibrium.

Equilibrium is eager to leverage Nintex Promapp even more. The total visibility the tool provides is critical to Equilibrium’s continued success. The organization is excited at the prospect of bringing other Nintex capabilities into the mix to build upon this success and further improve and optimize all their processes.

About Nintex

Nintex is the global standard for process management and automation. Today more than 10,000 public and private sector organizations across 90 countries turn to the Nintex Platform to accelerate progress on their digital transformation journeys by quickly and easily managing, automating and optimizing business processes. Learn more by visiting www.nintex.com and experience how Nintex and its global partner network are shaping the future of Intelligent Process Automation (IPA).

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