

Strengthen your customer experience with holistic financial planning

The need for coherent holistic advice is growing in a world where customers demand fast and smooth interaction with their financial advisor, and where data is reused across customer-facing platforms.



Keylane Obex is a SaaS based platform offering modules for wealth, budget, pension and senior planning. Obex enables financial advisors to offer both retail and private banking customers digital advisory, which provides a holistic

overview of the customers' finances and pension situation today and in the future, while adding business value throughout the value chain – from increased customer satisfaction, improved efficiency to additional sales.

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Obex / Holistic Financial Planning Platform

API ensures integration to internal and external systems

The platform's fully open API architecture makes it possible to integrate with source systems as well as to load information from PensionsInfo, tax authorities and other data via APIs. This makes it possible for the advisor to retrieve master information, accounts, deposits and pension schemes from source systems. The pension schemes that cannot be loaded from source systems can instead be retrieved from PensionsInfo. As a result, the advisor gets the vast majority of customer information loaded automatically, which reduces manual entries to a minimum.

Reuse calculations on other platforms

The fully open API makes it possible to reuse the same data and calculations across many systems. After completing the advisory, the calculations are visible for the customer immediately through online banking or apps. This supplies the customer a full overview and offers them a greater sense of security. An open API ensures opportunities at both ends of the value chain, because the customer can more easily provide input to the advisory even before a meeting takes place, or carrying out their own calculations, which can subsequently be used directly in the Obex platform. This results in a more consistent customer experience and streamlines the entire advisory process.

Quick and easy overview

Integrations ensure that the advisor quickly obtains the desired financial overview in order to complete an advisory. If the advisory is about creating a pension scheme, it is only necessary to obtain the customer's current pension schemes. With the Obex platform, the advisor can change pension plans, create insurance coverage, change savings and much more in a quick and simple way.

Detailed advisory

If the advisor is carrying out wealth planning instead, far more data is needed such as salaries, accounts, deposits, properties, pensions, loans and the customer's privately owned companies. Based on this, Obex can prepare an overview that is easy to understand. At the same time, the advisor can perform complex calculations, compare different scenarios, dive into tax calculations and get tips on how the customer's finances can be improved to fulfil wishes and dreams. It is complexity made simple.





Personal finances are included in the advice

The Obex platform contains a fully holistic personal finances model for one or two persons, including all the customer's incomes, expenses, allowances, properties, savings, debts, pensions and owned companies. Obex also handles the full tax assessment and calculates taxes for both the current year and the years to come. Elements such as set-offs against early retirement benefits and pensions, different ownership of assets between spouses, taxation of a company car, as well as differences in taxation of return and order of withdrawal in the business tax scheme, are taken into account here.

The in-built flexibility of the Obex platform means that all the customer's records can be created with individual time indication and with predefined fixed points such as time of retirement. Thus, leave, previous pension, inheritance and a number of other simulations are taken into consideration.



Optimal savings plan

For customers who are approaching retirement age, Obex' optimisation module automatically forms an optimal dissavings plan for the customer, where pension schemes and possible assets and loans are included. The optimisation module is fully integrated, so there is no need to enter additional customer information. This saves a lot of time for the advisor and adds great value to the customer.



Automated reporting process saves time and ensures excellent customer experience

In the closing phase a personal customer report is created, which is automatically archived in the bank's customer portal. At the end of the advisory, the customer's choice is sent directly to partners via web services to secure execution in the same workflow. In this way, the bank achieves a lean administrative process in which subsequent entries are either minimised or completely avoided, saving significant time and costs, and providing a compelling customer experience.

Key benefits of Obex



Benefits for the bank

- ◆ Streamlined advisory processes lead to better service and value for the customer and save time for the advisor
- ◆ Full STP (straight through processing) and automation ensure an efficient advisory process
- ◆ Enables reuse of data across advisory platforms and self-service solutions
- ◆ Increases the quality of advisory, customer satisfaction and creates greater customer engagement
- ◆ Increases the data quality and documentation in the advisory
- ◆ Intuitive UI that is easy to use
- ◆ Creates better conditions for developing new concepts that meet changing needs in the market
- ◆ Creates time for business development and better resource allocation, as the platform is maintained and updated with new legal requirements and industry standards by Keylane through frequent releases
- ◆ All functionalities such as tax calculation, projection and demand analysis can be accessed directly by the bank via open APIs for use in the bank's own customer experience devises e.g. website and apps - thus all calculations and business decisions are gathered in one place



Benefits for the end customer

- ◆ The customer can deliver data easily and simply and become involved in identifying needs, as well as better understand the solutions provided. Based upon experience, this kind of involvement creates ownership and satisfaction
- ◆ The customer has the opportunity to see online the consequences of a number of "what-if" scenarios, and can decide on a number of changes and choose to put them into effect
- ◆ A holistic plan can easily be made for the customer where other savings, real estate, etc. are included so that the result fully matches the customer's actual situation
- ◆ Changes are executed immediately based on self-service by the customer or following dialogue with the advisor



Benefits for the advisor

- ◆ Quick overview of the customer's and household's financial situation, as well as income both before and after tax
- ◆ All pension schemes, tax matters and social benefits as well as all the customer's assets and loans are included in the advisory
- ◆ Automated optimisation of savings and dissavings based on the customer's overall financial situation and risks
- ◆ The advisor can carry out a holistic financial advisory on a qualified and secure basis
- ◆ Focus on the advisory and customer experience rather than on collecting and entering data



Want to know more?

Contact Senior Relationship Manager Martin Jönsson at martin.joensson@keylane.com if you would like to hear more about how Obex can renew and add value to your financial advisory process.



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