CASE STUDY

Supporting Financial Advisors

With Bleakley Financial Group

Introduction

Financial advisors can only work as well as the technology at their disposal. Customer relationship management (CRM) platforms that don't account for the day-to-day realities of an advisory firm can only offer so much support before cracks start to show. New Jersey-based Bleakley Financial Group understands this as well as anyone, having relied on Salesforce to meet its CRM needs for several years.

Salesforce is a phenomenal and powerful platform in its own right, but Bleakley Financial wanted to further tailor its implementation around specific wealth management operations. The firm worked with a third-party consultant to customize Salesforce to fill in functionality gaps and make it more palatable to staff members. That's a lot of heavy lifting to get a core piece of the firm's tech stack to meet its needs.

Bleakley Financial began exploring other options that would better support its financial advisors. Practifi quickly emerged as the most feasible solution.

Bleakley FINANCIAL GROUP™

About

Bleakley Financial is a boutique financial planning and investment advisory firm. Headquartered in Fairfield, New Jersey the firm has 175+ advisors across 18 offices in 13 states, and services over $9B of brokerage and advisory assets on behalf of their clients.

Services

- Personal Financial Planning
- Private Wealth Management
- Business Planning Solutions
- Institutional Services
- Medicare Planning
- ESG Responsible Investing

Achieving next-level, seamless integration.

Wealth management firms like Bleakley Financial Group rely on a number of different systems and applications to manage clients and deliver high-quality services. A CRM-based platform must integrate those disparate systems so that data can pass freely between each one and give advisors a single source of truth for client relationships.

In particular, Bleakley needed Practifi to work seamlessly with the firm's Egnyte and Orion implementations to pass tasks, client information and communication. Practifi's development team helped build out integrations and customize features to add the functionality needed to fully support advisors and give them the tools with which to excel. For instance, Practifi worked with Bleakley to create groups for different stakeholders so that they could filter out information that's not relevant to their work.

"Building this feature out was probably a 4 or 5 month project that's now complete," Wesley explained. "There's no way we could have done that without a partner like Practifi or doing a lot of trial and error work."

> "In my mind, everything should live in Practifi. We have a bunch of different technology platforms that need to integrate into the Practifi ecosystem. It needs to be a one-stop shop."
>
> KYLE WESLEY, CHIEF DIGITAL OFFICER, BLEAKLEY FINANCIAL GROUP

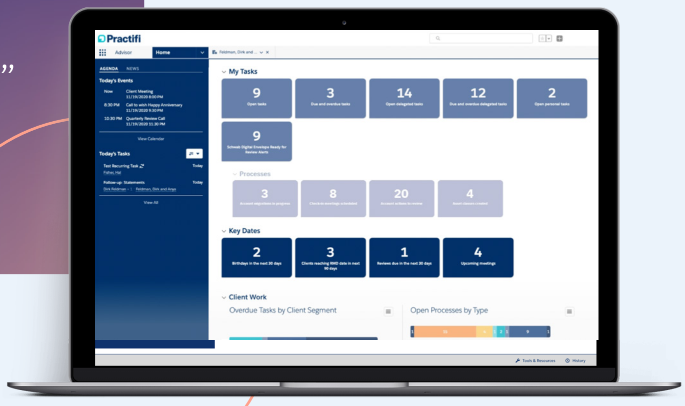
Making life easier for financial advisors.

If left unchecked, administrative tasks can easily bog down advisors and dominate their workday. In addition, as client loads increase, advisors might have a hard time keeping up with each account. Practifi has provided relief in both regards. Staff members can quickly and easily add or update call notes and other client interaction documentation. Once that information is uploaded, they can move on to other tasks related to the client experience.

Having a single viewpoint across every account and interaction is perhaps the biggest benefit to advisors. At a glance, advisors can see when the next client meetings or review sessions are scheduled, what action items need to be addressed and where potential upsell or cross-sell opportunities exist. They’re less likely to overlook a client request such as reviewing estate documents or analyzing a 401(k), because all of that information is documented in a single easy-to-find spot.

By improving the advisor experience, Bleakley Financial is in a better position to deliver consistently high-quality services that adapt to clients’ needs. Nothing slips through the cracks, and advisors are able to continually make good on the promises they make to clients.

> “A lot of it comes down to managing your book of business and having everything nicely segmented. Being able to jump into all of our client reviews, outstanding tasks and prospect opportunities across the entire book is huge for us.”
>
> KYLE WESLEY, CHIEF DIGITAL OFFICER, BLEAKLEY FINANCIAL GROUP



Forging a lasting partnership with Practifi.

When Bleakley set out to upgrade its CRM solution, one of the most important attributes it looked for was customer support. Practifi's willingness to help with every aspect of integration and onboarding as well as ongoing configuration demands has produced a strong partnership between the two organizations.

On a number of occasions, the Bleakley team has pitched ideas for new features and functionalities that were later incorporated into the platform. The firm routinely works with a dedicated software engineer and professional services team from Practifi to ask questions, receive hands-on support and tailor new features to Bleakley's specific requirements.

"The partnership and the ability to customize our platform with the dev team — plus the customer service we're receiving — that's the biggest benefit we get."

Working together, Bleakley Financial Group and Practifi are able to continually improve and refine the business management platform to meet advisors' needs. It's proven to be a winning strategy, helping everyone involved stay ahead of the curve and adapt to shifting requirements.

Learn more about Practifi

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