

Enterprise Bank

Client Story



 **Enterprise Bank**

Quick Look

FOUNDED:
1988

AUM:
\$1 Billion

HEADQUARTERS:
Lowell, Massachusetts

CEO:
John P. Clancy Jr.

SERVICES:
Personal banking & loans, business
banking services, wealth management

TRUST ACCOUNTING:
Fi-Tek

CLIENT PORTAL:
Wealth Access

CRM:
Microsoft Dynamics

FINANCIAL PLANNING:
MoneyGuide

A company with deep roots in banking and trust services may not be the first name mentioned by some people when asked about digital leaders in wealth management—but Enterprise Bank isn't your typical bank.

When the COVID-19 pandemic took financial services by storm and forced businesses everywhere to transition its employees to remote work, the team at Enterprise Bank's wealth management division was ready.

“We've always tried to be progressive with our use of technology, both internally and externally. A robust digital presence is essential for any organization's success today,” said Stephen Irish, CPA, CFP, Managing Director, Enterprise Wealth Management and Chief Operating Officer, Enterprise Bank.

“Wealth Access pulls in all the information we need for client reviews, and that data helps us frame conversations around goals and not simply portfolios.”

“As our industry has moved more toward full-breadth wealth management and away from a focus on investment management, we’ve evolved along with it. The technology we have at our fingertips allows us to provide a full financial perspective to our clients, and also gives a complete view to our financial advisors.”

The key technology partner that Enterprise Bank uses to cultivate client relationships is Wealth Access. In part, the company chose Wealth Access for its ability to deliver comprehensive balance sheet views for every wealth management client using its robust data unification and enrichment platform.

“Anyone who’s been in wealth management for any length of time knows that gathering accurate data can be a stumbling block to deeper financial planning discussions. You can’t turn over a multi-page document and expect to get it fully filled out, then key it all in, and use it—it’s out of date in a month,” Irish said. “Wealth Access’ data unification platform collects all the data for us and keeps it current. Along with its MoneyGuide integration, we can easily keep client data fresh even as situations and portfolios change.”

Irish has seen firsthand how the addition of Wealth Access has helped the wealth management team to move at a quicker pace. As conversations shift from a myopic look at investment performance, financial advisors have an easier time framing conversations around financial and lifetime goals. And as advisors enjoy more productive conversations on one hand, they also increase efficiency in other areas of the business.

“Our financial advisors, client service associates, and portfolio managers all work collaboratively together through our CRM, Microsoft Dynamics, and Microsoft Teams,” Irish said. “No matter if they are in an office or remote, they can access the documents needed to quickly engage prospects and clients and get them what they need.”

In its next phase of technology enhancements, Enterprise Bank will look to leverage Wealth Access’ open API infrastructure so it can integrate it more completely with Microsoft Dynamics, providing advisors with a true single dashboard view into anything they might need for a client.

“With one dashboard, our advisors can get all the information they need to manage client relationships, their pipeline, emails, and access any files stored in the Wealth Access document library,” said Irish.

“As we look for more ways to continually strengthen relationships and get deeper into financial planning conversations, centralizing Wealth Access will help our advisors have factual discussions that aren’t simply based on anecdotal evidence. Ultimately, that allows us to come up with more customized and nuanced planning and allocation strategies that will better serve our clients.”

“In today’s environment you need technology that you can put in front of people to help them make financial decisions, and Wealth Access gives us that capability.”

Stephen Irish, CPA, CFP

COO, Enterprise Bank Managing Director,
Enterprise Wealth Management

Wealth Access Benefits



Remarkable Insights.

With all your customer information together and organized, powerful stories can emerge. Uncover the kind of clear, consistent, and complete views that let you create the experiences your customers crave and your support staff needs to excel.



Unified Customer Data.

The Wealth Access analytics engine rationalizes and enriches data to help you identify risks and opportunities so you can make right-timed decisions and overcome the systems and silos that hold you back.



Hyper-Personalized Experiences.

Create friction-free, intuitive user journeys—for everyone. Wealth Access makes it easy to deliver a living balance sheet and frame a complete financial picture tailored to each person or company you serve.

Bring better insights to your firm.
Schedule a demo to get started.

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