

HITACHI
Inspire the Next¹

SEI

SEI New ways.
New answers.®



Hitachi Solutions

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New answers.®

CUSTOMER PROFILE

SEI (NASDAQ: SEIC) is a leading global provider of asset management, investment processing, and investment operations solutions for institutional and personal wealth management.

INDUSTRY

Financial Services

LOCATION

Global

Dynamics CRM Customer Story

Financial services solutions provider delights clients in multiple ways with one CRM system

Businesses nearing the half-century mark have seen their share of changes and recognize the importance of adapting to stay ahead. Few know this better than SEI, who specializes in cutting-edge solutions across every aspect of the financial services supply chain. After years of serving clients through business units using disparate CRM systems, the company wanted to unify its solutions to work smarter. By switching to Microsoft Dynamics CRM, SEI gained the consistency and visibility needed to ensure continued success.

The tag line for SEI Investments Company (NASDAQ: SEIC) is “New Ways, New Answers.” It’s a fair assessment for a company keeping pace in a rapidly changing industry. “We offer innovative, comprehensive solutions for creating and managing wealth,” says Dan Madden, CRM Specialist for the SEI Investment Manager Services division. SEI clients include private banks, financial advisors, institutional investors, and investment managers, as well as individuals.

The company has been helping its clients manage their money and earn more of it for nearly 50 years. Over that time, the only constant for the industry has been change. “Everything’s changing,” says Madden. “Especially in my business division, there are new investments and protocols coming up all the time. New regulations and investor requirements keep us on our toes constantly.”

To adapt to those changes and stay ahead of the competition and industry trends, SEI has needed to keep the company at the forefront of technological advancements. “The asset management





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Dan Madden
SEI
CRM Specialist

industry has become much more complex and competitive so we need to determine not just our strategy for staying ahead, but also how technology can help us more quickly adapt to those business changes,” says Madden.

A lack of cohesion leads to inconsistent data

SEI is made up of five different business units. Each unit serves distinct clients in different ways, but when clients overlapped into multiple areas of the organization, SEI struggled to share consistent data and collaborate between divisions optimally.

“The problem was that we had five business units running five different CRMs,” says Frank Pizzuta, Technology Director for SEI Corporate Marketing. “The business units were not updating each CRM system simultaneously, if at all, so we were constantly running into issues with support. We were outgrowing the individual CRM systems—they weren’t scalable or customizable.”

The benefit of instant results

SEI decided to stop using disparate systems that created silos among the business units. Instead, the company sought a different approach that would unify the divisions and better equip its teams to serve their respective clients. After careful consideration, SEI moved its multiple customer relationship management (CRM) systems to Microsoft Dynamics CRM. Because the company could have multitenant, on-premises instances of the software, each division could have its own CRM instance, but still be able to work together.

Almost immediately, SEI employees noticed that it was easier to get work done using Dynamics CRM. “I had a growing queue of 40-plus projects in the old CRM,” says Madden. “On day one of using





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Tim Barnabei
SEI
Business Analyst

Dynamics CRM, out of the box, my project queue nearly went away.”

In addition to Madden’s Investment Manager Services business unit recovering significant development hours per month that it can now dedicate to other projects, the company benefits from a single source of information that employees can use in their day-to-day work.

Pizzuta corroborates this for the company’s Corporate Marketing group. “We struggled to get people to do almost anything in our previous CRM,” he says. “Now that it’s integrated with Microsoft Outlook, having our users track calls, write notes that tie into our systems, look things up—it has become second nature.”

Multiple ways to serve each client

The different business divisions at SEI have been using Dynamics CRM primarily as a marketing and sales tool. However, the company has begun using service capabilities for Dynamics CRM as well. The Unified Service Desk empowers agents with everything they need to deliver a more personalized and effective standard of service.

Although each SEI business unit works with different types of clients, there’s enough overlap that the service agents need information from around the organization to serve clients with consistency. “On one screen, our agents can view five different sources of real-time data within Dynamics CRM,” says Tim Barnabei, Business Analyst at SEI. “There’s a whole mix of information that’s needed for the agent so that they don’t have to jump around, which correlates directly to the amount of time it takes to answer a client’s question.”





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Because Unified Service Desk has improved visibility and access to information about clients and their previous interactions with the contact center, service agents can now answer questions more quickly and more consistently. As a result, the SEI service organization receives fewer calls, the amount of time required to wrap up calls has decreased, and callbacks from clients have become less frequent, all of which indicates that client issues are being resolved comprehensively.

“With Unified Service Desk, our entire organization is able to speak to many aspects of the business,” says Barnabei. “We’re better equipped to get in front of service issues before they become a major problem.”

Reliable information leads to a competitive advantage

Now that SEI has greater visibility of client data among its marketing, sales, and service organizations, the company can be even more competitive. “Putting data into Dynamics CRM has really changed the game for our revenue producers because it allows them to focus on what they do best, which is helping clients grow their business, and thus ours too,” says Madden.

And growing the business means that SEI is able to develop even more “new ways” and “new answers” for creating and managing wealth, ensuring that the company stays well ahead of the constant change in the industry.

“To me, Microsoft is obviously the leader in this space. One could also say that SEI was one of the very first successful FinTech firms around, based off innovative thinking,” says Madden. “Together, our collaboration will better enable SEI to compete with some of the largest financial service providers in the world.”

