

Elements for Asset Managers

A CRM built for Asset Managers to master the market, optimize channels and cultivate lasting client relationships.

While portfolio performance often dominates the bottom line in most investment decisions, Asset Managers are realizing that there are other controllable and easily repeatable factors in client satisfaction that can cultivate client loyalty.

Provide optimal distribution for today while keeping one eye on what is coming down the pipeline.

Elements for Asset Managers allows you to modernize your approach to CRM, even if you have an array of profiles and differences across your current distribution footprints, organizational structures, cultures and histories in the retail intermediary market.

An out-of-the box CRM solution with enterprise level flexibility to easily organize:

Distribution

- Firms
- Channels (a branch of a firm)
- Teams
- Specific Advisors

Administration

- Strategies
- Products
- Investment Accounts/Pools

Get a holistic view of your product's reception and truly understand your growth.

Instead of letting clients define the narrative, take matters into your own hands and improve your proactive communication cadence, never letting people or projects go unnoticed. Demonstrating your true value.

- Organize direct and pooled investment data
- Composite data points for quick reference when responding to RFPs
- Automatic roll-up calculations to assess distribution performance across channels
- Automatic, normalized Time and Expense insights

Automatically track all user activity, including investor communications, meetings, and related follow-up tasks.

Email Integration to effortlessly file emails directly into Elements so you never miss a thing. Instantly create contacts, update meeting notes, or schedule tasks directly in Outlook.

Workflows to Streamline the tracking, management, and approval processes for client and account transactions, activity, and documentation.

Best-in-Class Security & Adaptability

Built on the world's most trusted cloud security platform, Elements connects to the world's largest B2B App ecosystem offering hundreds of apps in addition to industry data providers.

More than a CRM, Elements is a centralized hub for your entire business. Capable of sparking digital transformation or upgrading your entire tech stack with one software investment.

Key Benefits

- Native integrations
- Platform built document management
- Business process flows for on-boarding new channel partners
- Mobile/Tablet Access
- Real-Time Dashboards
- 360-degree view of your customers
- Manage global sales, marketing, services, and partners.

Elements includes Salentica InTouch.

Ensuring the right communication with the right person, at the right time

