

CLIENT ON-BOARDING

Starting on the right foot: efficient, compliant and customer-focused

DST's AWD® Client On-boarding Solution helps meet the challenge of an ever-changing regulatory environment for a consistent approach that can stretch across the business or even across the globe. Leveraging what you know, and gathering what you do not, it gives unmatched insight and control for the best possible beginning for your client relationships.

Ever greater expectations

First impressions count. Financial services groups want to give new customers their best: smooth, trouble-free on-boarding that sets the tone for a long-term relationship. To do so, they face significant challenges.

Requirements under Know Your Customer (KYC), anti-money laundering (AML), bribery and tax avoidance legislation are uncompromising, and constantly evolving. Regulations such as FATCA change annually. Without the proper processes, effective risk management and compliance can work against efficient onboarding, leaving clients disappointed and organisations exposed. With business silos and manual processes, groups face a range of risks:

- Fines from failures to comply, with increasing penalties and higher levels of enforcement activity on the part of regulators
- Inefficient, slow and costly on-boarding, with high levels of applications suffering from dirty data and failures to meet business or regulatory requirements
- Fragmented communications and repeated requests for information, damaging the client relationship
- Difficulty adapting to changing regulatory requirements, stifling business growth
- Poor insight into the on-boarding process, resulting in failures to address bottlenecks and spot opportunities

Right first time to drive value

AWD is DST's flexible, scalable business process management (BPM) solution. It provides an orchestrated, structured workflow that can be implemented across the business or the globe to capture the information needed for accurate, auditable client profiles.

Dynamic forms ensure all relevant requirements are captured. Users are guided through a simple linear set of options to bring the right compliance, risk management and legal requirements into front office discussions. All necessary information can be captured first time, every time.

AWD uses the client profile to drive the process. Pre-determined, rules-based workflows ensure the right questions are asked of each client, and the right documents requested for identification, verification and record-keeping. Records of every interaction and document management tie all relevant paperwork to the client for robust, auditable results. Changes to the process can be easily implemented with the intuitive process design studio, without the IT department.

Leveraging information from across the business and from external systems, AWD drives a smoother on-boarding process. Automating and formalising information gathering and communication requests drives consistency and efficiency across the organisation; internal or third-party credit checks run in the background during the account opening and KYC processes, with results automatically fed back into the workflow. Escalation and referrals for cases are easily managed with intuitive handling of exceptions.

Finally, client dashboards provide excellent visibility of the onboarding process. The on-boarding progress can be tracked in real-time, with full freedom to interrogate the data to track teams' and individuals' performance, see changing customer profiles and identify bottlenecks.

Getting it right with AWD

- The right information
- The right checks
- The right documents
- Right across the business



Contact us

North America: 888.DST.INFO | International: +44 (0)20 8390 500
awd@dstsystems.com | dstsystems.com/awd



Business benefits

AWD is designed to help deliver a compliant, efficient on-boarding process that drives value across the business.

- **Maintain compliance:** Consistently meet relevant requirements for information, verification and record-keeping across multiple jurisdictions, and respond quickly and seamlessly to regulatory changes with easy alterations to workflows and rules.
- **Cut costs:** Achieve a faster, simpler process that reduces manual work, automates data gathering and workflow creation, eliminates bad data and ensures every application is right first time.
- **Deliver excellent customer service:** Avoid repeated requests for information and deliver compliant, consistent communications that help build customer loyalty. Easily identify existing clients during on-boarding to leverage information held across business units and borders for a global on-boarding service solution.
- **Improve performance:** Track progress, KPIs and delivery against service level agreements; use root cause analysis to identify problems, find process improvements and view staff performance, and move your business from workflow management to workforce management.
- **Sell more:** Faster on-boarding helps open crossselling and up-selling opportunities sooner, and quickly spot new customer trends to identify growth areas.

Why AWD?

- **Adaptive:** Make changes without the need to engage with IT; AWD allows business users to quickly adapt to evolving regulatory requirements by altering processes or even building new process maps with intuitive drag and drop tools.
- **Flexible:** Build out processes for new business lines or jurisdictions quickly and easily; wideranging connectivity can help drive even greater efficiencies using on-boarding information to populate a variety of third-party systems for automatic account creations.
- **Focused:** Built for financial services, AWD is delivered by industry experts for a tailored solution developed with the right processes for your business.

About DST

DST Business Process Solutions, a wholly-owned subsidiary of DST Systems, Inc., is a trusted provider of technology-based service solutions to the world's best known insurance, retail and commercial banking groups, as well as utilities and media communications organisations. AWD, our intelligent business process management (BPM) and case management application, is used by over 400 clients to align people, technology and departments to execute effective operations. For over 20 years, clients have used AWD to help reduce cost, improve customer service, ensure compliance and improve overall operational efficiency. There are now over 200,000 AWD users within the DST family of organisations, partners and clients.

The DST and AWD logos, and product names mentioned in this document are trademarks or registered trademarks, in various jurisdictions, of DST Systems, Inc. or its associated companies. All third party brand and product names are trademarks or registered trademarks of their respective owners. DST Process Solutions Limited (DST) has provided the information in this Product Sheet for general informational purposes only, has a right to alter it at any time, and does not guarantee its timeliness, accuracy or completeness. All obligations of DST with respect to its systems and services are described solely in written agreements between DST and its customers. This document does not constitute any express or implied representation or warranty by DST, or any amendment, interpretation or other modification of any agreement between DST and any party. In no event shall DST or its suppliers be liable for any damages whatsoever including direct, indirect, incidental, consequential, loss of business profits (whether direct or indirect) or special damages, even if DST or its suppliers have been advised of the possibility of such damages.

© 2015 DST Systems, Inc.



Contact us

North America: [888.DST.INFO](tel:888.DST.INFO) | International: [+44 \(0\)20 8390 500](tel:+44(0)208390500)
awd@dstsystems.com | dstsystems.com/awd

