

Original Article

# Enterprise CRM Modernization for Asset and Wealth Management: A Capability-Driven Digital Transformation Framework

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## Abstract:

In the world of assets and wealth management, CRM systems are key to multiple digital processes, including onboarding, servicing customer relationships, managing portfolios, complying with regulations, and improving advisor collaboration. However, a large number of financial institutions are still running legacy CRM systems that have evolved over time with incremental changes, leaving their customer data disparate and not fully integrated with enterprise applications, workflows inconsistent, duplicate records prevalent and operations increasingly complex. Limitations lead to lower agility, higher maintenance and compliance expenses, and restrict companies to providing timely, customer-centric services in a highly mediated environment. This paper will present an enterprise capability-driven digital transformation framework that encompasses technology change with enterprise capability and enterprise architecture principles and operational goals. The framework organizes essential skill sets from client onboarding through relationship management, portfolio servicing, compliance management and reporting and workflow automation components into hierarchical layers and structures that lead up to a presentation piece, supported by a business services layer, an integration layer, a data management layer and a governance layer. The approach highlights the importance of standardised processes, centralised customer data, service-oriented integration, gradual implementation and robust governance oversight, which helps to enhance data quality, operational efficiency, and system interoperability and minimise implementation risk. The study clearly shows the correlation between appropriate CRM modernization and the ability to achieve sustainable and scalable approaches to digitalization for asset / wealth management organisations.

## Keywords:

Customer Relationship Management (CRM), Wealth Management, Digital Transformation, Enterprise Architecture, Business Capability Modeling, Financial Services Technology, System Integration.

## Article History:

**Received: 17.09.2020**

**Revised: 19.10.2020**

**Accepted: 02.11.2020**

**Published: 09.11.2020**

## 1. Introduction

### 1.1. Background and Industry Context

In recent years, the asset/wealth management sector has undergone dramatic change in response to the growing expectations of customers, new regulatory controls, and sweeping enterprise information technology innovations. Financial institutions are expected to offer tailored investment services, long-term customer relationships and will not offer inconsistent experiences on different communication avenues. [1] CRM systems have therefore emerged as an essential tool for enterprise and are used to acquire



clients, manage portfolios, enable advisor interaction, facilitate marketing, ensure compliance and handle business reporting. But many organisations are still stuck with the legacy CRM systems which were created to support particular business functions, not integrated enterprise systems so when business needs change the solutions ought to keep pace. These legacy systems may fall short of today's operational demands, with customer interactions increasingly digital, and business processes growing in size, making it difficult to keep up.

### 1.2. CRM Modernization Challenges and Research Objectives

Enterprise CRM systems can be a challenge in terms of technology and organization for asset and wealth management companies. Customer data in legacy applications is often spread across multiple applications, customers have records that are duplicated, there is inconsistencies in business processing and system architectures are tightly coupled, making integration with portfolio management, document management, risk management and regulatory reporting systems increasingly complex and difficult. [2] These restrictions cost more to operate, lead to poorer data quality and hamper the provision of a consistent customer experience. Financial institutions have embraced the cloud, SOA, and enterprise Integration technologies, Yet many financial institutions' finance transformation programs are technology-centric, and they aren't always aligned with business capabilities and technology investments. As a result, this research is suggesting a research system in order to connect CRM modernization process to the business capabilities of the enterprise, its architecture, governance, and its goals. The key goal is to offer a structured solution that delivers a more efficient organization, better customer data management, meets regulatory requirements and allows for enterprise CRM transformation at scale.

### 1.3. Scope and Contributions of the Study

The current study relates to enterprise CRM modernization in asset and wealth management companies utilising the capability transformation concept. The suggested framework combines business capability modelling, enterprise architecture, service-oriented integration, central data management and governance to provide a robust blueprint on how to move forward for CRM modernization. It is tested on operational performance, system integration efficiency, data quality, process standardization and customer service effectiveness as key assessment criteria. The key achievements of this study has been of creating a model for business capability to modernize CRM, designing a financial services enterprise architecture for scalable and interoperable financial services and creating a phased implementation methodology to reduce the modernization risks and finally creating an evaluation framework to measure the business and technical improvements by modernizing a financial service CRM system. These resources offer practical tips for financial institutions to use when modernising their CRM legacy environments, to encourage sustainable digital transformation and enterprise growth.

## 2. Industry and Business Context

### 2.1. Evolution of CRM and Business Operations in Financial Services

The concept of Customer Relationship Management (CRM) has shifted from a mere transactional system which keeps a customer database to a strategic system for enterprises in the financial services sector to facilitate customer engagement, business development, efficiency and regulatory compliance. [3] In spite of its main use being contact management and sales automation, with the current competitive landscape and growing customer expectations that's now shrunk CRM's scope to include customer analytics, multi-channel communication, workflow management and enterprise-wide collaboration. For asset and wealth management firms, CRM systems act as the database that stores data on what each client wants to invest, their financial objectives, service enquiry details, and advisor interaction history. With a growing craving for customisation in financial services and increasingly digital banking channels, banks are keen to upgrade their outdated CRM environments to enhance customer experience, business agility, and seamlessly integrate their portfolios, document management and enterprise reporting systems.

### 2.2. Operating Models and Digital Transformation Challenges in Asset and Wealth Management

AMOs exist in a complex business environment necessitating close coordination of the financial advisors, the relationship manager, investment specialists, compliance officer, operations team and customer service team. These stakeholders rely on the need to have accurate and timely customer information to help guide investment decisions, track portfolios, account for regulatory requirements and service the clients. [4] There are still so many organisations that remain with technology environments that are fragmented, meaning the CRM platform works in isolation with a portfolio management application, a document repository and a financial reporting one. This disintegration frequently leads to problems of duplicated customer records, varying processes of business operations, late information transfer, higher operation costs etc. The focus of digital transformation efforts is thus on optimizing the

flow of processes, enterprise architectures, customer data, and on service-oriented integration that enables scalable business expansion and deliver top-notch customer experiences.

### 2.3. Regulatory Environment and Customer Relationship Lifecycle

Regulations governing the asset and wealth management sector are very strict to ensure investor protection, transparency, data privacy, financial accountability and operational integrity. Financial institutions face the crucial challenge of managing customer data throughout its lifecycle with high accuracy and security while complying with strict Anti-Money Laundering (AML) regulations and robust Know Your Customer (KYC) policies. Whether it's customer acquisition and onboarding, portfolio servicing, investment reports, or lifelong customer management, the need to access up-to-date customer data and follow consistent processes is paramount. Effective CRM modernization thus involves more than just technology change; it also involves implementing governance frameworks, process management for data quality, audit and security features, and monitoring of compliance into the enterprise processes. Integrating CRM with regulatory requirements and customer lifecycle management helps financial institutions enhance customer service, minimize risk and create a sustainable blueprint for future digital transformation.

## 3. Literature Review

### 3.1. Enterprise CRM Modernization and Capability-Driven Transformation

The process of ERP modernization has received a wealth of research and has been explored as one of the best approaches to enhance customer involvement, streamline operations, and increase the competition of the organization in the financial services sector. [5] Previous studies were more on the aspect of migrating legacy Tool with on-boarded enterprise platforms that can help in Sales Automation, Customer Service and CRM. The most recent research has focused not only on CRM technology, but on making the best use of technology to achieve business goals. Capable planning has proven to be an effective method for correlating organizational strategy, business processes and information systems, allowing businesses to prioritise modernization projects based on business value. In the asset and wealth management sector, the need to connect customer related data, investment services and sharing customer advisor data within one Customer Relationship Management system that can enhance the operational efficiency as well as foster the long-term customer relationship has been identified as paramount.

### 3.2. Digital Transformation and Enterprise Architecture in Financial Institutions

In finance, the rollout of enterprise architectures based on the principles of better interoperability, scalability, and business agility has been gaining momentum as a result of digital transformation. [6] The literature shows how service-oriented architecture (SOA), enterprise integration platforms, and standard data management procedures help to modernize previous applications without disrupting operations. API-driven integration is now imperative as an architectural approach to integrate CRM systems with portfolio management, document management, compliance, risk management and reporting systems. The importance of centralised customer data repositories, workflow automation, governance models, and gradual change management when scaling down technology complexity and the sharing of information across the enterprise have also been underscored. These architectural strategies help to deliver better operational performance, service delivery to customers and flexibility to manage changing business needs.

### 3.3. Research Gaps and Motivation for the Proposed Framework

While there has been much work undertaken separately on developing a model for CRM modernization, enterprise architecture, or digital transformation, relatively few studies show a convergence of methodologies around business capability modelling, enterprise architecture, governance, and CRM modernization, specifically for the asset and wealth management sector. Current solutions often focus on technology adoption, cloud migration, system integration without delineating a clear link between the organization's capabilities and priorities for modernization. Moreover, there is a lack of focus for a structured assessment approach to quantify how CRM modernization affects the operational efficiency, data quality, customer service, and regulatory requirements. This study suggests thus a capability-driven digital transformation framework which combines business capability planning, enterprise architecture principles, standardized governance mechanism, and phased implementation strategy to address these gaps. The suggested approach provides a holistic approach and method for up-to-date enterprise CRM systems and facilitates sustainable digital transformation and long-term organizational performance for asset and wealth management institutions.

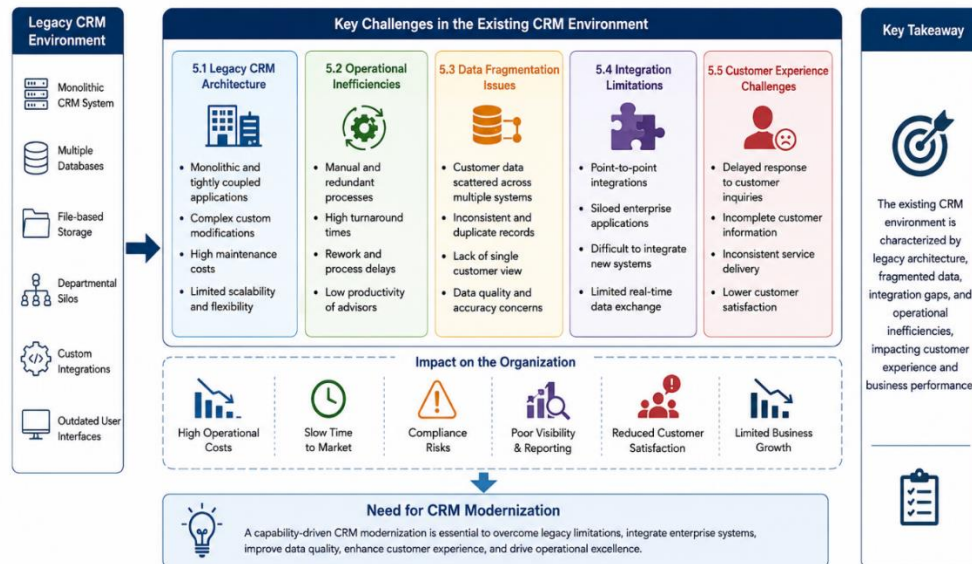
## 4. Research Methodology

### 4.1. Research Design

The development and evaluation in this study is based on Design-oriented research method to build and test an asset and wealth enterprise CRM modernization capability-driven framework. [7] The research proposes a novel approach that fuses the concepts from enterprise architecture principles, business capability modeling, and digital transformation strategies to form a structured modernization approach, which is capable of solving the business and technology problems. The proposed methodology is not software based, but rather oriented on how the objectives and processes of an organization align with information systems and governance mechanisms. The research process is composed of four stages: study of the current environment of the CRM, analysis of the existing business capabilities, development of the target enterprise architecture and the analysis of the suggested framework based on operational and technical performance indexes. This systematic thought-through approach allows CRM modernization projects to be aligned with a long-term vision of the business, without reducing the risk of implementation or releasing stress on the operations.

### 4.2. Data Collection and Business Capability Assessment

A qualitative data collection method is employed, backed up with enterprise documentation, business process analysis, industry best practices and published literature. [8] Data is sourced from organizational process models, enterprise architecture documentation, customer service processes and consistency/compliance routines, and technology integration specifications. The data gathered is utilized to identify key business capabilities that facilitate asset and wealth management operations such as client onboarding, client relationship management, servicing the company's portfolio, regulatory matters, collaboration with advisors, reporting and customer support. Business capability mapping is then done to build relationships between business functions, applications, data assets, and technology components. Organizations carry out a Capability Maturity Assessment to assess the effectiveness of current CRM processes on areas like standardization, system integration, data quality, operational efficiency, governance, and technology readiness. It is a structured baseline assessment to identify priorities for modernization and opportunities for further capability improvements.



**Figure 1. Analysis of the Existing Enterprise CRM Environment and Modernization Challenges**

### 4.3. Stakeholder Analysis and Framework Development

It takes a series of business and technology stakeholders to pull together and make CRM modernization a success. So stakeholder analysis is integrated in research methodology to determine the roles, responsibilities, and the information needs of the stakeholder groups such as relationship managers, financial advisors, portfolio managers, compliance officers, customer service, enterprise architect, Information technology etc. Its stakeholder interactions understanding will lead to synergies between the business capability and the operational workflows and enterprise architecture perspectives. [9] A layered CRM modernization framework is created based on the capability assessment and stakeholder analysis, featuring layers of presentation, business, integration, customer

data management, security and governance. While enabling an enterprise scale up to desired levels, it streamlines workflows, enhances collaboration, and ensures compliance with organizational goals and regulations.

#### 4.4. Evaluation Criteria

Business and technical performance indicators are used in a comprehensive way to assess the effectiveness of the ability-based CRM modernization strategy. The assessment centres aspects of operational effectiveness, standardisation of business processes, quality of customer information, interoperability of applications, automation of workflow, scalability of systems, and compliance with regulations. Some other criteria include reduced manual effort, increased ease of customer information, consistency of the customer records, enterprise applications integration performance, and the overall effectiveness of the customer service. Legacy CRM environment is analyzed and compared to proposed to quantify the change in organizational performance and integration of technology. The criteria are used as an objective measure to measure the cost-effectiveness and suitability of the proposed framework to support asset and wealth management organisations on enterprise CRM modernization.

### 5. Existing CRM Environment Evaluation

#### 5.1. Legacy CRM Architecture

An asset and wealth management organization's legacy CRM system likely has become a compromise of monolithic designs developed over many years through layers of incremental additions. These systems frequently feature a series of interdependent applications, multiple stand-alone databases, file-based repositories, and a few departmental applications that work somewhat independently. [10] Too many customizations and proprietary implementations raise the complexity of the system, making technology upgrades, scalability and maintenance difficult and costly. Moreover, the lack of current user interfaces and legacy system makes operation more flexible and less allowable to utilize with new digital business practices. Consequently legacy CRMs become important impediments to enterprise agility and long-term technology sustainability.

#### 5.2. Operational Inefficiencies, Data Fragmentation, and Integration Limitations

Inefficiencies occur when components of business processes are performed manually, when applications are redundant, and when enterprises have disjointed information spread across them. Information regarding customers is stored in separate systems, often causing the duplication of records, inconsistent information and the lack of data consistency. Moreover, outbound integrations, such as point-to-point, results in closely coupled dependencies between enterprise applications which can get more complex as additional applications are to be integrated. The lack of real-time data sharing also slows down business processes and a company's response. They raise expenses, cost the business more and limit cooperation between these teams – relationship managers, financial advisors, compliance officers, and customer support staff.

#### 5.3. Customer Experience Challenges and Organizational Impact

All of these legacy architectures, all of these pieces of information, all of these isolated enterprise integrations impact directly on customer experiences and the performance of the organization at large. [11] One of the most common problems relationship managers face with CRM is the time they have to wait to get full customer data before they can respond, thus creating a slow response-time, inconsistent service delivery and lower financial services personalization. Such operational constraints also create compliance challenges, less transparency in reporting, and business growth difficulties, stemming from ineffective decision-making and underscaling. As a result, organizations have to compromise on higher costs of operations, time taken to launch new services and customer satisfaction. Overall these findings highlight the importance of modernization of a CRM based on the capabilities, combining enterprise systems, centralizing customer data, enhancing data quality, and defining standardized business processes for operational excellence and sustainable digital transformation.

#### 5.4. Integration Limitations

In legacy asset and wealth management systems, it's typical for enterprise CRM solutions to use point-to-point integration, where each application is tied to a specific proprietary CRM system. [12] These integrations meet certain business needs, but cause undesirable dependencies in the system that are hard to maintain and extend. The amount of integration increases considerably as new applications are rolled out for portfolio management, regulatory requirements, document management, reporting and customer interaction. Lack of common application programming interfaces (APIs) and enterprise integration systems make real-time information sharing with limited, maintenance expense rises and system interoperability becomes difficult. These integration limits slow down process execution and are an obstacle to enterprise-wide cooperation, as well as to the ability to use scalable digital

technologies within the organization. Therefore, if the enterprise wants to achieve efficient enterprise connectivity and to undertake future CRM modernization efforts, a predetermined integration architecture that relies on reusable services and API-based communication is a must.

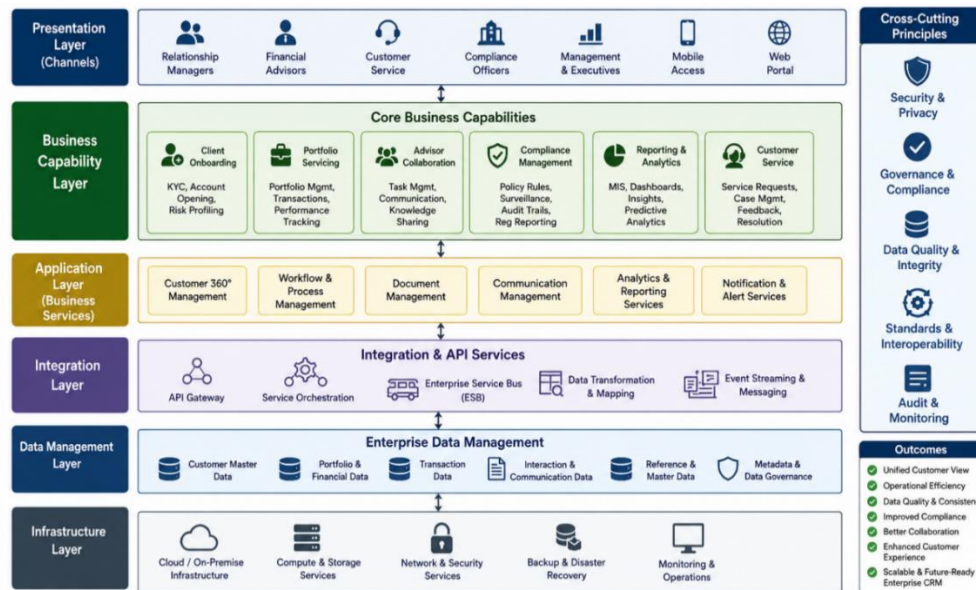
### 5.5. Customer Experience Challenges

The key role of the CRM in handling the customer interactions and timely financial services significantly influences customer experience. In traditional CRM systems, disjointed data in one system, isolated business applications, and manual operations can hinder relationship managers and finance advisors from gaining a 360-degree business view of the customer profile and investments. [13] This leads to delayed answers to customer queries, poor service delivery, duplication of data and less personalization of financial advisory service. Moreover, not being able to see the interactions with customers reduces the ability to engage them proactively, and makes handling longterm relationships more difficult. These weaknesses have an adverse impact on customers satisfaction, process performance efficiency and the competitiveness of the organisation. A modern capability-driven Customer Relationship Management (CRM) solution can overcome these challenges by offering a single customer view, seamless work flows, instant information access and a standard service flow, allowing financial institutions to ensure that they can consistently provide information, responsiveness and a customer-centric experience throughout the whole life of the relationship.

## 6. Proposed Capability-Driven CRM Modernization Framework

### 6.1. Framework Overview

The proposed capability-based CRM modernization framework offers a blueprint for how a “legacy” environment of customer relationship management (CRM) can be repurposed into a unified enterprise environment designed to meet strategic goals of asset and wealth management organizations. [14] The proposed framework focuses on aligning business capabilities, enterprise architecture, business processes, data management & governance in a common transformation model rather than technology replacement like modernizing a conventional modernization initiative. The architecture is decomposed into various layers such as presentation services, business applications, integration services, enterprise data management and governance end up with it. This multi-layered structure allows for consistent business functions, better interoperability between enterprise systems, better customer data management and growing capability levels while decreasing complexity, implementation risk and operational risk.



**Figure 2. Proposed Capability-Driven CRM Modernization Framework for Asset and Wealth Management**

### 6.2. Business Capability Model

The capabilities of the financial service providers are engaged in business capability modeling, which is the basis of the proposed framework for modernization, and is aimed at identifying and structuring the “main functions” needed for providing a financial service from a customer-centric perspective. The framework includes core features like customer onboarding, CRM, portfolio

management, advisor collaboration, compliance management, reports, workflow automation, and customer support. Client onboarding capabilities enable effective client registration and document verification processes and form account establishment. Meanwhile, portfolio servicing aids in the tracking, processing and monitoring of transactions, and provides a performance overview. The relationship management collaboration functionality allows for integrated communications between advisors and investment advisors with customer data in a single repository and uniform processes. Compliance Management, such as policy enforcement, audit trails, documentation controls and others, helps the firm meet regulatory requirements and test for compliance, while Reporting and Analytics features offer detailed operational and customer information to help the firm make informed decisions. Implementing CRM modernization initiatives using these business capabilities ensures that the technology investments will be aligned with the business and measurable business outcomes.

### 6.3. Target Enterprise Architecture

A scalable and interoperable base for the modern operation of CRM in the target enterprise architecture is set up. The architecture is a layered one, wherein user interaction, business services, integration mechanisms, data management, and governance functions are separated but integrated with each other. [15] Consistent user experiences for relationship managers, financial advisors, customer service representatives and management personnel. The business services layer hides the CRM functionality, e.g., customer management, portfolio servicing, workflow process execution, and reporting. An enterprise integration layer facilitates uniformity in communicating various CRM applications with a variety of other systems, such as portfolio management, document management, compliance, financial reporting, and enterprise resource planning (ERP) applications. This modular architectural approach enhances maintainability, enables successive modernisation and enable organisations to implement new businesses functions without impacting on their operational process.

### 6.4. Enterprise Data Management and Integration Strategy

It is vital for an enterprise data management strategy to be centralized in order to have a single consistent view of the customer across the enterprise. The proposed framework is designed to embed a single customer data model that pulls the detailed client information, investment portfolios, transaction history, communication, compliance report, and servicing interaction together into a comprehensively controlled repository. Adopted data management practices ensure consistent data quality, consistency throughout business functions, and minimizing data duplication. The framework uses a service oriented integration approach to facilitate easy exchange of information through enterprise application integration services, dynamically deployed in real time, using standardized application programming interfaces (APIs). These capabilities allow the safe and reliable exchange of information between the CRM platform and enterprise applications, and also facilitate real-time data synchronisations, enterprise workflows and promote enterprise and application interoperability within the technology ecosystem.

### 6.5. Security and Governance Framework

Security and governance are built in at every stage of the recommended modernization strategy to protect confidence, integrity, and compliance of enterprise information assets with respect to the Availability (A) Principle. Security and governance are designed into every aspect of the proposed modernization strategy to ensure the confidentiality, integrity, and compliance of enterprise information assets under the compliance, Availability (A), and integrity (I) Principles. The framework includes the policies and standards that help safeguard sensitive customer and financial information through role-based access control, authentication mechanisms, data encryption, audit logs, and policy-driven authorization. In order to keep the standards of enterprise data consistent, governance processes are defined as a process of data ownership, information quality management, metadata administration and lifecycle management. Further, the phased implementation and governance provide the necessary control of migration from legacy CRM environments without causing massive disruption and tech risk to operations. The proposed framework will allow organizations to realistically modernize their CRM system while ensuring that security controls and governance policies are implemented throughout each layer of the system's architecture. The proposed framework will allow organizations to successfully modernize CRM systems while also meeting CRM regulatory requirements, operating resiliency needs, and future enterprise needs.

## 7. System Architecture and Design

### 7.1. Architectural Principles and System Overview

The CRM modernization framework proposed is based on enterprise architecture principles, which have infrastructural features such as modularity, scalability, interoperability, maintainability, and security. The architecture has been designed in layers enforcing separation of the presentation, business services, integration, governance, data management functions as independent entities, each

with well-defined tasks. [16] This orchestration eliminates cross-dependencies between enterprise applications, facilitates easier management of the systems, and enables you to modernize them incrementally, without impacting the day-to-day business of your organization. The CRM platform maintains strong adaptability, allowing it to respond effectively to changing business needs and yet operate efficiently. Loose coupling, standardized interfaces, service reusability and centralized governance are some of the key stances of architectural principles that the CRM platform exhibits in its ability to adapt in response to changing business requirements, while operating efficiently. The overall system architecture gives the flexibility to integrate customer relationship management/naturally with portfolio servicing, compliance management, reporting etc. and other enterprise applications.

## 7.2. Application Layer and Business Services Design

Application layer will encapsulate the essential business functions needed to support customer relationship management within the asset and wealth management lifecycle. Key functional features range from client onboarding, customer profile management and portfolio servicing, to advisor collaboration, workflow management, regulatory monitoring, reporting and customer support. [17] The module is aimed at being a standalone business service which is able to run independently and communicate with the other services via their uniformly expressed service interfaces. Separates business functionality to enhance maintainability, future improvements, and allow organisations to raise a brand-new service without impacting present applications. Workflow orchestration additionally coordinates associations amongst the business services, supplying whatever regularity is essential to the execution of customer going through procedures, while additionally decreasing hands-on effort all through business movement activities.

## 7.3. Data Flow and Service Integration Architecture

The speed and efficiency with which information is accessed and exchanged within enterprise systems is crucial for providing accurate and timely customer services. Proposed architecture comprises of centralized data management system to store a secured repository for different data aspects in a secured manner including customer data, customer portfolio, transaction data, compliance details, communication data etc. An enterprise integration layer validates, standardizes and synchronizes data from business applications, enables safe flow of information to other enterprise systems such as CRM, portfolio management, document management, compliance, reporting and more. Standard application programming interfaces (APIs), message delivery services and integration middleware ease real-time communication between systems, help to avoid data duplication and end-to-end consistency within an organization's functions. This blended data flow architecture not only helps to create visibility into operations but it also aids better decision making, and whole change collaboration amongst business units.

## 7.4. Deployment Architecture and Operational Considerations

The proposed CRM framework should allow for deployment flexibility to enterprise computing environments, plus high availability, reliability and business continuity. The deployment architecture allows support of on-premises or cloud infrastructure, balancing organization priorities and requirements during modernization. The resilient platform operations and the ability to reduce the frequency of service interruptions, are supported by load balancing, redundancy, backup mechanisms, disaster recovery planning and the use of centralized system monitoring. Sensitive customer data and all aspects of regulatory compliance are protected by security features such as authentication, authorization, encryption and audit logging, that are embedded across the deployment environment. The following deployment considerations ensure the modernized CRM platform is scalable, secure and will continue to serve the needs of organizations and their changing business requirements.

# 8. Enterprise Case Study

Table 1. CRM Modernization Phases

| Phase        | Major Activities                   | Deliverables                  |
|--------------|------------------------------------|-------------------------------|
| Assessment   | Legacy system analysis             | Current-state assessment      |
| Planning     | Capability mapping                 | Modernization roadmap         |
| Design       | Enterprise architecture            | Target architecture           |
| Migration    | Data migration                     | Centralized customer database |
| Integration  | API implementation                 | Enterprise connectivity       |
| Testing      | Functional and performance testing | Validated platform            |
| Deployment   | Production rollout                 | Modernized CRM                |
| Optimization | Continuous improvement             | Performance enhancement       |

### 8.1. Organization Profile

To test the applicability of the proposed capability-driven enterprise case study of a large asset and wealth management organisation is presented. The firm has in-house investment portfolio management operations with retail, high net-worth and institutional clients in several regional offices and via a network of digital services. Its CRM functionality enables client onboard, CRM for client relationships, portfolio maintenance, regulatory compliance support, advice sharing, client communications and reporting solutions. As the company grew and regulations evolved, several independent CRM applications were built, customer databases became fragmented and specific integrations with portfolio management, document management, and regulatory applications were created. These made operations more complicated and less effective in terms of providing a service to the customers that was consistently and customer friendly. As such, the company launched a CRM modernization project, with prioritization on improving enterprise integration, operational efficiency, business agility and minimizing the disruption on its financial workflows.

### 8.2. Legacy CRM Environment

Before modernisation the business had an old-style CRM based system of monolithic applications that used bespoke applications for connectivity and communication. Data on customers was spread out in multiple, disconnected data bases that served the needs of sales, portfolio management, compliance, customer service, and reporting. Without being centrally managed, customer data existed in multiple copies, information was inconsistent and there was low visibility across the entire client life cycle. Business processes were significantly limited by manual coordination between relationship managers, financial advisors, compliance and operations people, leading to longer processing times and higher operational costs. Also, new software was needed for all the business applications, one by one, and much customization was required, creating extremely high costs and considerable time consumption for upgrading technology. Such restrictions exposed the organisation to issues such as lack of agility, slow response time with customers and higher regulatory compliance and data management risks.

### 8.3. CRM Modernization Implementation

This capability-led modernization approach was adopted via a phased transformation strategy that would limit the impact on operations and help to facilitate incremental change. A thorough business capability, application dependency, enterprise data assets and integration assessment were key components of the modernization program. This was followed by the prioritisation of modernization activities using Business capability mapping based on the organisational value and operation impact. A layered enterprise architecture was implemented to distinct the presentation services from the enterprise business application, the enterprise integration services, the enterprise data management and governance functions. Users were able to integrate CRM, portfolio management, compliance, reporting and document management systems seamlessly without relying on proprietary integration as the requirement was addressed through standardized APIs. A single customer data repository was created to enable a single customer view and to share and enhance data quality and data governance. The process of implementation phasing and stakeholder engagement, user training and ongoing validation, results in successful implementation with a minimum impact on the business and no interruption.

### 8.4. Results and Business Impact

After implementation, measurable gains in operational performance, enterprise integration and customer relationship management were achieved. Business processes and workflows were being standardized and manual processes were being automated, leading to better and improved coordination between business units. The centralized system of customer data management greatly improved data consistency and allowed the relationship managers to have at their fingertips the whole of the customer detail via a single CRM. API-based, enterprise integration enabled communication between core business applications, which led to less information latency and easy future system enhancements. Evaluating the value creation through the customer service and governance regarding regulatory compliance, response time could be reduced, customer information would be more accurate and service workflows would be better streamlined through improvement in customer service performance. The governance mechanisms could be made more effective in terms of increasing the regulatory compliance, which would also increase the auditability of the systems and the standard of data management practices. In summary, the case study illustrates how leveraging CRM modernization projects and implementing aspects of enterprise architecture into business ensures a practical and scalable way in reaching the sustainable digital transformation in asset and wealth management organizations.

## 9. Implementation Strategy

### 9.1. Phased Modernization and Migration Roadmap

The proposed framework for the CRM modernization gradually rolls out the modernization framework to avoid any operational changes, ensuring a continuity of business services. The first step in the modernization process is to carefully assess the current CRM environment, ranging from business processes to application interdependencies, data resources and infrastructure. [18] This evaluation results in a migration plan, which prioritises business capabilities based on organisational goals and effect on the business. The roadmap includes a series of stages including infrastructure planning, data integration, app modernization, service integration, user validation and deployment to production. Also, each phase has distinct deliverables, performance milestones and validation activities with a clear focus on transitioning from the legacy system into the target architecture of the enterprise. This gradual approach allows companies to diminish the problems associated with migration, safeguard continuous and uninterrupted service to clients and gradually realize value of their migration program throughout.

### 9.2. Organizational Change Management and Governance

To properly modernize CRM, it's necessary to get everyone involved in the business, tech, and executive realm on board. Implementation approach includes a systematic change management process that enables effective communication, stakeholder involvement, training of users, and readiness of the organization in maintaining the modernisation process. The business process validation and testing and operational acceptance involves relationship managers, financial advisors, compliance officers, customer service representatives, enterprise architect and information IT teams to ensure the modernized CRM platform meets business needs. Governance mechanisms ensure proper accountability for project management, data control, tech standards, and performance surveillance. Ongoing monitoring, as part of governance committees and through regular implementation reviews, helps to ensure modernization efforts are continuously aligned, to meet organizational goals, regulatory and compliance needs, and enterprise architecture standards.

### 9.3. Risk Mitigation and Implementation Monitoring

These types of CRM modernization efforts can carry their own set of technical, operational and organizational risks which need to be anticipated during implementation. [19] The proposed framework includes the detailed risk management plan covering various aspects of data migration such as accuracy, application compatibility, system integration and information security, regulatory compliance and business continuity. Implementation risks are minimized and service is maintained through pilot deployments, phased production releases, extensive testing and backup procedures, as well as the ability to roll back in the event of failure. Success rates (e.g. migration), system availability, data consistency, process completion time and user acceptance are regularly tracked to assess progress of implementation and required corrective action if needed. The planned phased approach, along with organization and ongoing performance monitoring, enables a gradual and sustainable journey in the modernization of enterprise CRM within asset and wealth management firms.

## 10. Evaluation and Results

### 10.1. Evaluation Framework

An extensive business and technical performance matrix is used to analyse the proposed capability-driven CRM modernization framework to determine its effectiveness from an enterprise benefit standpoint in asset and wealth management organisations. The framework for assessment includes operational efficiency, quality and reliability of customer data, interoperability between systems, business process standardization, customer service performance. The capability-based modernization concept is estimated based on changes from baseline data (data collected in legacy CRM) to the expected outcomes based on the proposed framework. The evaluation also explores the impact that enterprise architecture, integration technologies, governance processes and staged implementation have on success in implementing sustainable CRM transformation with minimal disruption to operations and without compromising compliance with laws and regulations.

**Table 2. Performance Comparison between Legacy and Proposed CRM Framework**

| Performance Metric                  | Legacy CRM Environment | Proposed Framework | Improvement           |
|-------------------------------------|------------------------|--------------------|-----------------------|
| Customer Data Accuracy              | 85%                    | 97%                | +14.1%                |
| Customer Information Retrieval Time | 9.2 s                  | 2.8 s              | 69.6% Faster          |
| Process Automation Rate             | 42%                    | 86%                | +44 Percentage Points |

|                                     |        |        |                       |
|-------------------------------------|--------|--------|-----------------------|
| System Integration Coverage         | 58%    | 95%    | +37 Percentage Points |
| Customer Service Request Resolution | 48 hrs | 20 hrs | 58.3% Faster          |
| Manual Processing Activities        | 65%    | 22%    | 66.2% Reduction       |
| Operational Efficiency Index        | 68%    | 90%    | +22 Percentage Points |
| Regulatory Compliance Readiness     | 81%    | 97%    | +16 Percentage Points |

#### 10.2. Operational Efficiency and Data Quality Improvements

**Table 3. Resource Utilization**

| Resource              | Legacy CRM | Proposed Framework | Improvement |
|-----------------------|------------|--------------------|-------------|
| CPU Utilization       | 74%        | 58%                | 21.6%       |
| Memory Utilization    | 79%        | 61%                | 22.8%       |
| Database Storage      | 4.2 TB     | 3.3 TB             | 21.4%       |
| Network Traffic       | 1.8 Gbps   | 1.2 Gbps           | 33.3%       |
| Batch Processing Time | 4.5 hrs    | 2.6 hrs            | 42.2%       |
| Infrastructure Cost   | 100%       | 82%                | 18.0%       |

The proposed framework creates measurable gains in operational performance as it helps eliminate manual processes, instills standardized enterprise processes and streamlines business workflows. The execution of the automated workflow and the centralised information for customers can dramatically shorten process completion times and make the parties involved more coordinated (relationship managers, advisors, compliance, customer service). A single customer data model reduces repetitive data, increases the consistency of data transferred and provides more up-to-date customer information in enterprise applications. Standardized data governance further enhances data integrity, minimizes reconciliation problems, and provides reliable data for operational reporting and business decisions. All of these enhancements act on a collective total to improve organizational efficiency and to manage customer relationships better.

#### 10.3. Customer Service and Integration Performance

**Table 4. Evaluation and Results**

| KPI                         | Legacy CRM  | Proposed Framework | Improvement |
|-----------------------------|-------------|--------------------|-------------|
| Customer Satisfaction Score | 3.6/5       | 4.7/5              | 30.6%       |
| First Contact Resolution    | 69%         | 91%                | 31.9%       |
| Average Response Time       | 18 hrs      | 6 hrs              | 66.7%       |
| Complaint Resolution        | 72 hrs      | 28 hrs             | 61.1%       |
| Customer Retention          | 86%         | 94%                | 9.3%        |
| Advisor Productivity        | 100 Clients | 138 Clients        | 38.0%       |

With improved access to the customer data and smooth integration between enterprise apps, customer service is improved. Relationship managers and financial advisors have a quicker access to a full view of their client profiles, portfolio data, communication history, and compliance documentation, allowing for faster responses and better customer engagement. The enterprise integration layer is designed to enable seamless, reliable and standardized communication between and enterprise systems such as portfolio management, document management, reporting and compliance, thereby eliminating information latency and minimizing synchronization errors. Enhanced interoperability allows real-time access to information between business units, facilitates synchronized service provision and boost the overall response of customer contact.

#### 10.4. Comparative Analysis with the Legacy CRM Environment

A comparative evaluation shows that the proposed capability-driven approach significantly improves, on a number of evaluation metrics, over a typical "legacy" CRM environment. New architecture provides greater standardisation of business processes, enterprise integration, consistency of data recorded, increased scalability of systems and transparency of operations, and lower complexity of maintenance and reliance on manual activities. Improved governance mechanisms boost regulatory compliance because the data is

more auditable, managed in a standardized way and available with controlled access to the enterprise information. In addition, the modular enterprise architecture facilitates a gradual scaling and technology integration process in order to overcome the business expansion with minimum disruption to current business. The evaluation demonstrates the viability and consistency of implementing a course of alignment between the principles of enterprise architecture and the capability needed for the evolution of the business, implemented through modernizing the CRM. The assessment confirms that modernising the CRM based on enterprise architecture and business capability principles is an achievable and sustainable way to better satisfy the performance of companies and to support the long-term process of digital transformation within asset and wealth management institutions.

## 11. Discussion

### 11.1. Business Implications and Organizational Benefits

The proposed capability-based CRM modernization model as shown is based on orientation than merely replacing the technology and creating alignment of business capabilities, enterprise processes and information systems along the way. Financial institutions can streamline their operations and provide a better client experience by focusing on modernization projects that align with key business functions, including client onboarding, portfolio service, working relationships with advisors, compliance, and reporting. Standardizing processes, having consumer data in a single source, and enterprise-wide governance help to minimize operational complexity, improve decision-making capabilities and bolster compound regulatory compliance. The enhancements help asset and wealth management firms adapt to changing market dynamics, changing expectations, and growing regulations and requirements, while providing for sustainable business growth.

### 11.2. Architectural Trade-Offs, Scalability, and Lessons Learned

While the enterprise architecture provides substantial benefits in terms of modularity, interoperability, maintainability and other benefits, several barriers are associated with the implementation, including complexity of the system, cost, and readiness to implement the enterprise architecture within the organization. Transitions from tightly coupled legacy systems to "layered" systems, based on services, require a significant amount of investment in integration with apps, data migration, business process standardization, and coordinating entities. The study shows how to successfully minimize modernization risks and ease organizational adoption by implementing it in phases, backed by strong governance, and ongoing stakeholder engagement. Also, the building blocks approach aids scalability by enabling the integration of additional business capabilities, enterprise applications and integration services without disturbing operations. These findings will highlight the importance of keeping business priorities in mind when making decisions on architecture—for long-term success, not just to modernize the technologies used.

### 11.3. Applicability to Financial Institutions and Future Enterprise Adoption

While it has been written for an audience of asset and wealth management firms, the overall principles and methodology of this architectural framework can generally be applied to other financial services firms, such as retail banks, investment banks, insurance firms, pension administrators and financial advisors. The delivered framework can be customized to meet specific requirements of organizations with intricate legacy CRM environments to evolve the customer relationship processes, enhance enterprise integration, bolster governance, and boost operational efficiency while complying with industry regulations. By providing a repeatable methodology to assess and prioritize modernization projects based on business value and organizational goals, the capability-based approach is also essential for sustaining a cost-effective modernization program. The capability-based approach also offers a repeatable approach to assessing and prioritizing modernization efforts based on their business value and respective business goals, which is crucial for maintaining a cost-effective modernization program. Therefore, the framework provides practical advice for any financial institution wanting to develop their scalable, integrated and customer-centric CRM platform for the future and for ongoing business improvement.

## 12. Limitations and Future Work

While the proposed capability driven CRM modernization framework is based on the principles of enterprise architecture and business capabilities, certain caveats should be noted. The study covers a generalized framework designed for asset/wealth management organisations, and is not being tested or surveyed in one financial institution or one commercial CRM platform. There may be variation in the implementation results across organizational differences such as business processes, legacy system complexity, regulatory environment and technology infrastructure. Besides, such an evaluation uses conceptual architectural analysis and specific performance criteria instead of a lot of deployment data over time. There are also practical challenges related to access to certain metrics of daily operations, data on connections with customers, and other information on the implementation of the financial institutions that is confidential or can only be shared for compliance reasons.

More research needs to be undertaken to validate the proposed framework in real-life enterprise CRM modernization isolation projects across different financial institutions. Further enrichment of the framework would be provided through comparative evaluations of cloud-based and on-premises deployment models, quantitative measures of the maturity of business capabilities, a long-term assessment of operational performance, customer satisfaction and regulatory compliance. Further research could also explore new enterprise technologies, improved methods of data integration, predictive technologies and process automation methods that could enhance capability-driven CRM modernization and assist in a sustainable digital transformation in financial services.

### 13. Conclusion

This paper introduced a capability-based framework to realize digital transformation for enterprise CRM (asset/wealth management) modernization. The study focused on the challenges and barriers that these legacy CRM systems pose, such as silo mentality, lack of customer information, disjointed business processes, and growing complexity. The proposed framework establishes a systematic approach to improving enterprise customer management, making it more responsive and cost-effective to support business goals, established by integrating CRM modernization with enterprise architecture principles and governance. The framework combines processes and layers of business capability, architecture of layers of service, centralized data management, service-oriented integration and phased implementation to create a loosely coupled, scalable and interoperable enterprise environment for CRM. Each of these contributions provides a practical approach to help lead financial services organisations on their CRM transformation journey, especially in highly regulated organisations.

The evaluation suggests that the proposed framework can positively affect enterprise integration, data quality, operational efficacy, and provide a consistent client experience with standardised processes as well as governed information management. By leveraging a modular approach, organizations can gradually enhance their existing CRM systems, ensuring smooth operations and reducing the impact and risks of implementation. In addition, the capability-driven model offers a repeatable transforms enterprise CRM framework for future-proof business needs and technology, allowing it to be adapted as per the changes in the business. In general, it is shown that CRM modernization efforts, focusing on organizational aspects and Enterprise Architecture principles, are a valid approach to ensure long-lasting digitization and operational excellence in Asset & Wealth Management companies.

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