

CASE STUDY

Digital end-to-end wealth planning in a few months

The Client

BNP Paribas Fortis, Belgium's largest bank, with private banking and wealth management as one of their business lines

The Challenge

Providing estate planning services with perceived added value to high-net-worth individuals by offering them end-to-end assistance and ensuring the achievement of their desired patrimonial goals.

Data Management

Dispersed data complexified the collection, maintenance and consolidation of wealth data, the basis of accomplished wealth planning.

Information Processing

Use of multiple external tools and simulators disconnected from the information basis increased risk of error in information entry.

Client Reporting

Scattered data and simulation results made reporting a time-consuming and labor-intensive task that led to underreported Word documents.

The solution

An all-in-one wealth planning platform

Consistent client data

Reliable information base

By connecting with the bank's databases, PaxFamilia aggregates all the client's wealth data in one spot. This data is fully contextualized thanks to a clear ownership framework. This way, the bank disposes of an evolutive, consistent and reliable information base.

Effective advice production

Integrated advisory tools

Advisors are provided with intuitive advisory tools (financial planning, inheritance tax simulation, estate structuration, reporting..) connected to the client's constantly evolving wealth data. This way, advice production and reporting are considerably facilitated.

Complete client experience

24/7 accessible client interface

Clients are given 24/7 access to their wealth data through a digital interface, enhancing the interaction between them and their advisors. Thanks to the asset inventory, family overview, donation inventory, objectives overview and address book, clients obtain a 360° overview on their real-time wealth situation.



Results

In less than a year, the teams of PaxFamilia and BNPPF succeeded in developing a product for their clients and over 750 employees. This was done through an interconnection with the bank's systems and SSO. To date, more than 16,000 families have received access to PaxFamilia. Their estate planning service is highly valued and offers many new development opportunities for the bank.

