



Microsoft Business Solutions CRM  
Microsoft Business Solutions



## GUARDIAN CAPITAL TRACKS A WEALTH OF CLIENT INFORMATION WITH MICROSOFT

### Overview

**Country:** Canada

**Industry:** Financial Services

### Customer Profile

GCA offers investment management services to high net-worth individuals and manages portfolios on behalf of estates and trusts, corporations, foundations, and other organizations and funds.

### Business Situation

When the vendor halted support for GCA's CRM system, GCA decided to look for a low cost, robust CRM tool that could integrate with existing systems, prove easy to use, and improve customer service.

### Solution

Working with Microsoft technology partner Salentica Systems, GCA quickly identified Microsoft CRM as the solution that would integrate with existing systems to improve customer data tracking.

### Benefits

- Improved operating efficiency
- Centralized data access
- Personalized client service
- Increased staff efficiency
- Prospective client tracking

“With a couple of mouse clicks, we can have client information right in front of us. That allows us to talk intelligently with clients, who feel like their investments are our top concern.”

*Darryl Workman, Vice-President of Administration, Guardian Capital Advisors.*

Building strong client relationships involves more than just making money. No one knows that better than Guardian Capital Advisors (GCA), a wealth-management firm specializing in discretionary private client investment management. Tracking important customer information – both personal and business – helps GCA provide personalized service that makes each of its 300 clients feel special. When the vendor halted support for GCA's Customer Relationship Management (CRM) system, GCA decided to look for a more robust CRM tool that could integrate with existing systems and improve customer service. Working with Microsoft technology partner Salentica, GCA quickly identified Microsoft CRM software as the solution that would best meet its goals. Microsoft CRM easily interfaced with existing systems to allow the company to track more complete customer data. Since implementing Microsoft CRM, GCA has been able to increase operating efficiencies and improve customer satisfaction.



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## Situation

Guardian Capital Advisors (GCA), a wealth-management firm specializing in private clients, knows that building strong client relationships involves more than just making money. Entrusted with a half billion dollars in client assets, GCA listens closely when clients share information, whether it's related to the investment-management process or aspects of their personal life. Tracking this information helps GCA provide personalized service that makes each of its 300 clients feel special.

Until recently, GCA relied on a customer relationship management tool from Janna Systems to track and access client information and interface with the client portfolio system. Technical support for the tool was halted after Janna was acquired by Siebel Systems. The change left GCA with an unsupported system containing sensitive client information that formed the backbone of its specialized customer service program – a situation that needed to change.

“When Siebel bought out Janna, they announced that the Janna CRM tool would be put out to pasture and not supported after March 2003,” says Darryl Workman, Vice-President of Administration at GCA. “The tool had been adequate for us, but we don't like products that are orphaned like that. We needed a vendor who would stand behind their product.”

The change provided an opportunity for GCA to find a CRM tool that could provide more robust client information tracking and better integration with other existing systems. GCA contacted Microsoft technology partner Salentica Systems, which had helped GCA in previous software deployments.

## Solution

GCA wanted a CRM tool that functioned similarly to the Janna system, but included

better system integration features, required minimal training, and allowed staff to customize reports and views of CRM data. The company also wanted the tool to track data on potential clients who completed questionnaires via the company Web portal. Since many GCA staff work remotely from regional offices, the solution had to be Virtual Private Network (VPN) compatible. Salentica Systems knew that a Microsoft CRM-based tool could meet GCA's goals and complement its existing Microsoft-based infrastructure.

“We knew they worked with Microsoft SQL Server and that they were moving from Lotus Notes to Microsoft Exchange,” says Tanya Tygesen, Senior CRM Specialist at Salentica Systems. “It was easy to see that a Microsoft CRM-based solution would meet their reporting needs as well as provide tighter integration with their existing portfolio systems.”

Salentica also added its own third-party solution called iParties to improve the workflow management process. The solution provided additional relationship tracking capabilities to the CRM solution, allowing GCA to track the complete 360-degree client relationships from first contact onward. Overall, the Microsoft CRM-based solution provided more value than any other product GCA saw.

“We saw demos from Siebel, SAP, and others,” says Workman. “But most of the products we saw limited us in some way, whether it was compatibility, flexibility, or price. The solution Salentica presented allowed us to leverage our existing Microsoft-based infrastructure to implement a more robust CRM tool at a price comparable to our Janna solution.”

The implementation process took only four months and was deployed to more than 15

users, with minimal training or additional IT support.

### **Benefits**

With less than two hours of training, staff learned to easily access important information from the centralized Microsoft CRM-based solution. The first major benefit came unexpectedly during an audit by the Ontario Securities Commission.

“As you can imagine, the auditors made many requests to see various types of data,” says Workman. “Any requests they made were very easily accommodated using Microsoft CRM. In fact, that auditor was impressed at how much information I had at my fingertips.”

The solution also resulted in several additional benefits, including increased operating efficiency, improved personalized client service, and remote data access.

#### ***Increased Efficiency***

Centralized data access increased the speed and efficiency with which GCA staff could access client information. The increased efficiency will allow GCA to handle more clients with fewer support staff.

“Due to the increases in operational efficiencies, we can probably avoid at least one additional hiring as we grow. The ability to quickly access all customer data from Microsoft CRM makes that possible,” says Workman.

#### ***Better Customer Service***

Overall, Microsoft CRM has helped GCA staff provide a more personalized level of customer service that was previously not possible. Today, GCA staff can easily access a wide range of client information and tailor service according to individual needs. Microsoft CRM has also enabled GCA staff to easily port information on potential clients from the Web portal to their desk tops,

allowing them to develop more targeted outreach.

“Clients now get better and faster service. With a couple of mouse clicks, we can have client information right in front of us,” says Workman. “That allows us to talk intelligently with clients, who feel like their investments are our top concern.”

#### ***Remote Data Access***

Easy VPN integration allowed the Microsoft CRM-based solution to improve data access for staff at remote regional offices. The tool has also become an integral communication tool between remote workers and head office staff.

“The Microsoft CRM-based solution is a big improvement on the Janna tool in terms of VPN compatibility. Our regional office staff can now access up-to-date data as quickly as staff at our head office,” says Workman. “I also use the CRM homepage as a main communication tool with people in our regional offices. They’re very appreciative of the up-to-date information they receive every time they log into the CRM system. I communicate status reports and deadlines to all parties very easily.”

## For More Information

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For more information about Guardian Capital Advisors, call (613) 567-7000 or visit the Web site at: [www.gcaweb.com](http://www.gcaweb.com)

For more information about Salentica Systems Inc, call (416) 366-3456 or visit the Web site at: [www.salentica.com](http://www.salentica.com)

## Microsoft Business Solutions

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### Software and Services

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### Partners

Salentica Systems Inc.