Client Success Story **SignatureFD**

How SignatureFD Elevates Their Operational Efficiencies with ByAllAccounts Premium Support

"ByAllAccounts Premium Support has been super helpful and proactive on all of our cases. We love having access to that level of support."

Ama Yates-Ekong
Co-Founder

Company
SignatureFD

Product used
ByAllAccounts

Use cases
Data Aggregation

Industry
Advisory Firm

Ama Yates-Ekong, a Senior Portfolio Accountant Specialist at SignatureFD, plays a pivotal role in the Atlanta-based investment advisory firm renowned for its commitment to family-oriented, service-driven advisory services over the past 27 years. SignatureFD harnesses the power of ByAllAccounts®, part of Morningstar Wealth, and its Premium Support to enhance their client service offering.

Understanding SignatureFD's "Why"

At the heart of SignatureFD's operations is the philosophy of "Net Worthwhile," which acknowledges that wealth transcends financial assets. It impacts clients' values, faith, family, and service, shaping impactful client interactions and guiding the firm's business practices. "Our strategy is Net Worthwhile, or in other words, how is your net worth adding value to your life and to the lives of others that are connected to you and to the lives of others that you want to impact?"

SignatureFD's approach emphasizes using wealth to positively affect clients' lives and the ones they cherish, and they encourage their clients to connect a strong "why" to their financial decisions.

"A lot of times when the advisors set up meetings with prospective clients, it doesn't just affect that one person; it's a whole family dynamic. Our firm is very oriented towards that level of family service."

The Challenge: Data Management and Client Experience

Yates-Ekong oversees back-office operations, focusing on crucial functions such as data reconciliation and performance reporting. She identifies significant challenges in achieving data accuracy and seamless integration with a vast array of financial institutions, coupled with the necessity to comply with SEC, federal, and tax regulations.

Another major pain point for SignatureFD was the manual labor of ticket reconciliation. With back-office services, it can be very complicated. You have to make sure you have the reconciliation in place to be able to have those quality reports. But the manual process behind that reconciliation often resulted in late account updates each quarter, risking accuracy to the reports.

The Solution: Choosing ByAllAccounts

SignatureFD uses ByAllAccounts to navigate these challenges effectively. The decision was based on its unmatched connectivity to financial institutions and seamless integration as well as unmatched support. "The Premium Support Service uniquely enhances our operations," Yates-Ekong shared, acknowledging its role in fortifying the firm's financial data management. "We're seeing faster ticket resolution and heightened transparency with ByAllAccounts."

The Impact of ByAllAccounts Premium Support

ByAllAccounts' Premium Support Service has been instrumental in resolving data aggregation hurdles for SignatureFD. The regular calls with ByAllAccounts senior technical account manager and support demonstrates a commitment to addressing support issues with concierge-level services, offering benefits such as expedited ticket resolution, increased transparency, and reducing manual data updates. The efficiency gains for SignatureFD have been substantial, ensuring a streamlined operation.

Even when dealing with some of the bottlenecks surrounding open banking connection migrations and data management that come from the Financial Institutions, it's thanks to Premium Support from a resource like ByAllAccounts that the client experience is still a good one.

"The premium support gives a little bit more of like a concierge experience to really help address issues around data connections," said Yates-Ekong. "When the open access is set up properly, it helps with making a more seamless client experience. Because we know from the screen scraping situation set up previously and financial institutions creating harder guardrails for you to get access to that data. That open access makes that relationship a little bit easier. So now we have better client experience."

ByAllAccounts Premium Support model offers an unparalleled level of service designed to elevate the success of their advisor customers' strategic clients. It transcends the conventional support framework, ensuring that high-value clients receive the utmost dedication and care. This bespoke solution emphasizes personalized attention and enhanced responsiveness, setting a new benchmark in customer support. By integrating a comprehensive understanding of the unique needs of these named clients, ByAllAccounts ensures that each interaction strengthens long-term value and fortifies the client's confidence in their service.

What's Next for SignatureFD and ByAllAccounts?

SignatureFD is steadfast in its mission to maintain data accuracy and integrity in performance reporting, seeing ByAllAccounts and its premium support as crucial components in this journey. Yates-Ekong expressed optimism in broadening financial institutions' access to simplify data aggregation and amplify client experiences.

The collaboration between SignatureFD and ByAllAccounts brings transformative benefits in data management and client satisfaction, aligning financial services with clients' values and long-term goals. This ongoing synergy underlines the importance of leveraging cutting-edge solutions to enrich wealth management practices and reflects the enduring commitment to enhancing client experiences.

Discover ByAllAccounts for Yourself

Talk to a data specialist about how we can help your wealthtech platform grow, delight customers, and outpace competitors.

Visit: https://www.morningstar.com/products/byallaccounts/wealthtech