



# Glacier IdeasLab 2023

James Frew and Phil Carden

# SJP - Face to Face Financial Advice

- Established in 1991
- £158 billion Funds Under Management
- FTSE 100 Company
- A Partnership of 4,600 qualified advisers
- Supporting 2,500 individual businesses
- UK based, with Offices in Hong Kong, Singapore and China





# Make it easy to write new business

“Deliver products not projects...”



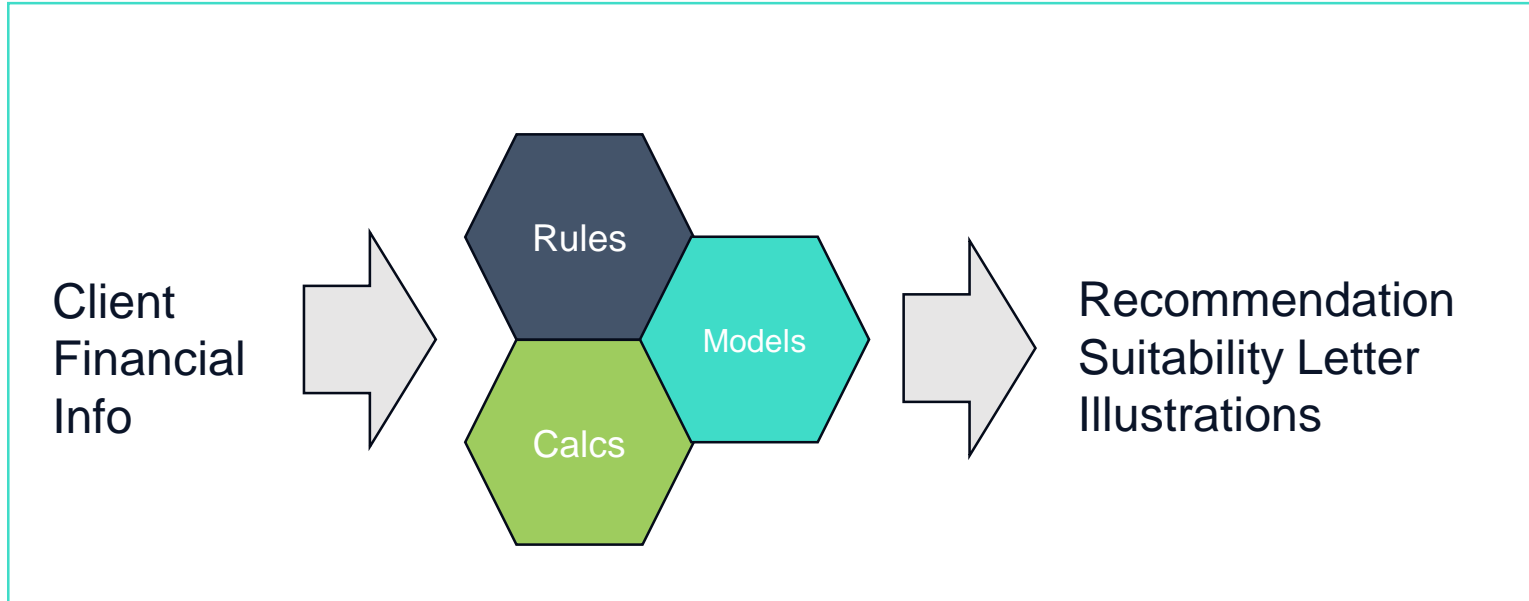
## Innovate within the business model

*We were set a challenge*

*"Increase productivity, make the new business process simple and accurate"*

*"Robo advice does not fit our business model"*

# The Advice Assistant



- Advantages**
- Partner led advice
  - Easy to do business with
  - Improved Client Experience
  - Back office efficiencies  
Reduced reliance on checking
  - Skip a generation of technology



Automation and Machine Learning re-uses data from SJP core systems to produce a full advice set





## Realising the benefits

“...from 60 minutes to just 10 clicks”

# Advice Assistant – Key Figures

## Advice Assistant – High Level MI

£19m FUM processed  
through Advice  
Assistant

533 Unique Partner  
Cases

12.5% of the Partner  
Population have  
used AA

1,178 Hours Saved\*

**1,178 Cases  
Submitted**

94% AA QOD vs  
80% Normal  
Submission QOD

1270 Policies created

850 Business  
Assurance Checking  
Hours Saved

\* Based on a 90 minute completion time

# Partner Experience, Feedback and Roll Out

---

**"Very easy to use, impressive piece of kit"**

*Anthony Buckley, Senior Wealth Manager*

**"Absolutely fantastic innovation and extremely easy to use. Looking forward to this being rolled out for other areas of Advice"**

*Qualtrics Feedback July 2023*

**"I am loving this you know! I have been telling everyone!"**

*Linda Millar, Paraplanner*

**"Process seems really easy to use and I think it will be fantastic when fully online"**

*Adrian Arnold, Partner*

**"We have just used the Advice Assistance for one of our clients and really impressed with it"**

*Ursula Mckend, Partner*

**"Brilliant, more of this please"**

*Qualtrics Feedback August 2023*

**"We love it and will be chasing for it to do more and more! We couldn't recommend it more highly - it's a game changer."**

*Jennifer Watkiss, de Mellow & Co*

**"Brilliant system, need to expand to simple Pension solutions as well."**

*Qualtrics Feedback June 2023*



Thank You