How One Wealth Firm Protected $553K in Annual Value with AI

Client

A prominent retirement-focused wealth management firm serving thousands of households across the U.S., offering tailored advisory services designed to help clients retire with peace of mind.

Challenge

We initially connected with the CFO who was looking to test AI by the end of 2024. The firm was looking for AI use cases that would bring measurable ROI. Since the firm was facing challenges in understanding why clients were churning, particularly since traditional indicators like account balance trends weren't sufficient to explain client behavior, they selected TAZI's Retention Solution. They needed a more accurate, data-driven way to identify households likely to churn, especially at the early and late stage of client lifecycle, in order to proactively reduce attrition and protect AUM.

Solution

We first implemented a Proof of Value (POV), which took 2 weeks. The firm provided us with anonymized data and we configured our Retention solution. The advisory team kept a record of each client's risk level in their Salesforce CRM, so we compared TAZI's predictions and actual churn, with records in Salesforce. While the advisory team already marked 58% of clients correctly, **they missed 42% of churning clients**. With this clear proof of ROI, we moved forwarded.

We worked with a lean team:

- A fractional CTO set up the cloud environment in AWS.
- A part time Salesforce administrator prepared the needed data from Salesforce and Risklarity (transactional data), and the
- The Director of Advisors helped us configure the KPIs and churn definition.

We configured the Retention solution using historical data and delivered tailored business dashboards for the ROI analysis and attrition explanations. The solution leverages complex relationships between data such as total balance, household age, events, and engagement patterns, making the output actionable by the advisory team.

We integrated with Salesforce CRM and each month TAZI reads data from Salesforce, the Retention solution gets updated, and each advisor gets a list of clients predicted to churn, placed in Salesforce CRM. This way we are not changing the way advisors work. We are providing advisors more intelligence in their CRM, so they can focus on the right tasks and successfully retain more AUM.

Outcome

Accuracy Reason Explanation Identified churn patterns concentrated in the first year and after 9+ years of client tenure.

Estimated **$ 553K in annual ROI** when including Client Lifetime Value and acquisition savings.