

How a Leading Investment Brokerage Retained 25.5% of At-Risk Clients with Predictive AI

Client

A leading wealth and investment firm with ~\$20B in assets under management, operating as the brokerage and capital-markets arm of a major financial group. Serves high-net-worth and corporate clients with advisory and capital-markets services.

Challenge

Operating in an increasingly dense and competitive market environment, this firm faced the critical challenge of customer attrition (churn) against a rising tide of rival brokerage houses. The CIO initiated a strategic search for data-driven solutions to gain a deeper, predictive understanding of their customer base. Most importantly, the CIO engaged Marketing and Sales leadership from the outset, aiming not only to segment their clients and derive insights, but also to immediately translate these insights into targeted, high-impact actions to proactively reduce attrition.

Solution

The firm deployed TAZI's Retention and Micro-Segmentation Solutions with AI-driven action recommendations under a multi-year agreement. Data aggregation from legacy parent systems took time. After TAZI's Data Profiler validated data quality, the core retention model was configured in two weeks and exceeded 90% prediction accuracy. Advisors used an "AUM at Risk" metric (churn score × client AUM) to focus outreach on the highest-impact relationships. In one case, a high-net-worth client flagged as high risk confirmed plans to move assets when contacted.

Early ROI was driven by three factors:

- **Business alignment:** Sales and Marketing helped tailor outputs, speeding adoption by field advisors.
- **Data integrity:** High-quality inputs, verified by TAZI's Data Profiler, sustained model precision.
- **Executive visibility and field enablement:** Leaders tracked performance in dashboards while teams acted on prioritized at-risk lists.

Outcome



97% prediction accuracy on churn risk



Positive ROI within the first few months



25.5% of at-risk clients retained via targeted outreach



New cross-sell opportunities identified and progressing through pipeline