BPS SECURITIES

BPS Securities is a financial advisory firm in Rothesay, NB. Peter Buckley, a co-founder, is a financial advisor who specializes in financial planning for high net worth individuals and medical specialists, and has been self-employed/independent since 2006.
Peter has seen the transition from typewriters & telephones to computers & smart phones and acknowledges the benefits contemporary technology has provided, but recognizes that there is a dependence on it as well. Although complex, and requiring everyone to keep their skills and knowledge up to date, new technology has allowed for faster communication and a more effective workplace.

> Searching through files for tough to find client info feels like a big waste of time.
>
> **Peter Buckley**
> BPS Securities

THE CHALLENGES

In August of 2020, BPS was quickly growing in staff and clients. Being independent, BPS deals with a number of companies, and with more information to manage than ever before, decentralized data became a growing concern, with a particular effect on administrative work.

SOLUTIONS

When searching for someone to tackle this challenge, Peter was looking for an individual who could improve the efficiency of the admin work, help with existing and new technology, understand the business processes, and make any necessary changes in parallel with the activities of the business as to not interrupt day-to-day operations, so that Peter and the other advisors could continue to take care of their clients. Peter brought on Greg Whitcomb, co-founder of Forward Matters Consulting, to be the efficiency expert for the company. Greg proposed transitioning data to an online CRM system which would provide an interface with easy access to data, and improved communication between the team. Microsoft Dynamics 365 CRM Hub was chosen because of it's compatibility with current Microsoft products, reputation, ease of use, and customizability. To boot, it was already being paid for under the existing Microsoft subscriptions.
After designing the relational database, customizing the interface, and aggregating the data together, the CRM was rolled out as it made sense for the whole group.

> Customizing it internally allowed us to implement it the way we wanted to. And with sensitive client information, it was important to build and test things out before launching them.
>
> **Peter Buckley**
> BPS Securities

RESULTS

Now that the CRM has been adopted, it has become a centralized point for activities on a client file. It's where advisors and admin go to access data and view their ongoing tasks. Data is now much easier to navigate to and time spent doing administrative work has dropped. With the task interface, it's much easier to see what people are working on, and what the status of a particular client. Previously, there were 2 weekly meetings, each about an hour long, to update everyone on ongoing activities. Now, there's one meeting that takes about 15 minutes, saving everyone 2 hours a week to redirect their time toward the client experience.