



# Succeeding at Customer Lifecycle Management Automation: A Quickstart Guide

## Meet the challenge.

Adapting to fast-changing compliance and client expectations can be like playing an endless game of whack-a-mole. Only 23% of consumers rate their main bank highly for its range of products and services and for the competency of its tailored financial advice. And the situation may become even more challenging as the future of customer lifecycle management (CLM) is reshaped by economic uncertainty and market volatility.

Thriving in this environment calls for modern CLM and financial crime compliance processes that are resilient enough to handle the fast-evolving risks looming on the horizon. There is no better way to come out on top than with a process automation platform that streamlines CLM and compliance from start to finish.

## Build exceptional customer relationships and operational resilience.

With over 10 years of proven experience creating CLM applications for top global financial service companies, Appian provides end-to-end process orchestration and automation for customer onboarding, Know Your Customer (KYC), and servicing workflows. Appian was recognized as a Category Leader by Chartis in their [Vendor Analysis: Client Lifecycle Management Solutions, 2022: Corporate and Investment Banking report](#), for delivering “built-for-purpose workflow, automation techniques and policy management tools.”

Client experience is king for financial institutions, and Appian's CLM solutions come with convenient, prebuilt templates and integrations that offer a client-centric CLM approach that will set your organization apart from the competition. Our flexible solutions are powered by a low-code automation platform that allows teams to quickly update and modernize their processes by connecting disparate systems across the organization for a complete 360-degree view of the customer.

## Automate KYC, anti-money laundering, and other risk mitigation processes.

The collapse of regional lenders in early 2023 prompted calls to bolster resilience in the banking sector and heighten scrutiny on the operational risks faced by banks. However, financial institutions can lower that risk by adopting Appian CLM solutions, which unify data, modernize CLM processes, ensure compliance, and enhance customer attraction and retention. Appian's

“Appian is a specialist in the provision of CLM capabilities to the commercial and investment banking market, and its built-for-purpose workflow, automation techniques and policy management tools were all considered by Chartis to be particular strengths. These factors are reflected in its Category Leader status in the Chartis CLM RiskTech Quadrant for investment banks and markets solutions.”

Chartis Vendor Analysis: Client Lifecycle Management Solutions, 2022: Corporate and Investment Banking report

innovative process automation platform simplifies complex workflows and automates and streamlines KYC and anti-money laundering (AML) investigations with the flexibility to adapt to market and regulatory change.

With customizable AI, intelligent document processing, and easy API integrations, Appian CLM solutions maximize the efficiency and effectiveness of risk and compliance processes. Additionally, Appian offers process mining and analytics for actionable insights to drive continuous improvement throughout the customer journey.

### **Attract and retain satisfied customers.**

In the world of CLM, nothing's more important than attracting and retaining satisfied customers. And as fintechs and challengers offer consumers new ways to meet their banking needs, customers will choose to do business with organizations that combine expertise and trust with digital speed and convenience. Appian's CLM applications can be that bridge.

If there's one thing that has dominated the conversation in banking, it's change. Don't settle for CLM solutions that are bogged down with outmoded technology, convoluted delivery models, and complex compliance processes that hinder your ability to stand out from the competition. Appian's customer lifecycle management solutions are state-of-the-art and easily configurable, and our user experience architecture offers the unsurpassed speed and flexibility you need to deliver a superior experience to customers and employees.

### **Appian CLM solutions overview.**

In the financial services industry, competition to win and retain customers is fiercer than ever. But slow service and a complex onboarding process put institutional clients and revenue at risk. To stand out, you need a new generation of connected solutions that takes the risk out of onboarding and enables you to deliver a better customer experience. The Appian Connected Onboarding, Connected Servicing, and Connected KYC solutions can do all this and more:

- Provide end-to-end structure and automation for onboarding, servicing, and KYC workflows.
- Automate and streamline KYC investigations with the flexibility to adapt to market and regulatory change.
- Simplify customer servicing with user-friendly, self-service portals.
- Aggregate client data across operational silos for efficient onboarding.

**Unlock the power of frictionless onboarding, compliance, and customer lifecycle management today. [Learn more.](#)**

"With over \$3 billion in assets under management, State Street Global Advisors turned to Appian to cut the average time it takes to sign up new customers by 10%. That was after already using the Appian Process Automation platform to shave customer onboarding time by a remarkable 20% since 2016."

– State Street Global Advisors

## **appian**

Appian is a software company that automates business processes. The Appian AI-Powered Process Platform includes everything you need to design, automate, and optimize even the most complex processes, from start to finish. The world's most innovative organizations trust Appian to improve their workflows, unify data, and optimize operations—resulting in better growth and superior customer experiences.

For more information, visit [appian.com](https://appian.com). [Nasdaq: APPN]