Epoch Investment Partners Inc. Case Study

MAXIMIZING YOUR CRM SYSTEM
EPOCH INVESTMENT PARTNERS INC.

Satuit Technologies

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Introduction:
Epoch Investment Partners, Inc.

EP EPOCH | **Epoch Investment Partners, Inc.**

Epoch Investment Partners, Inc. (Epoch) is a global asset management firm that provides a range of equity investment strategies across a diverse client base. Epoch's clients represent a crosssection of some of the largest and most respected pensions, endowments, foundation, fund-companies, and insurance companies worldwide. As of the second quarter of 2020, Epoch had $25.4 billion (USD) assets under management (AUM) within their global, non-U.S. and domestic U.S. equity strategies.

Epoch has utilized the SatuitCRM® software since 2006, to augment their sales and client relationship management efforts. They were initially attracted to Satuit, as the software is built specifically for the asset management industry to track relationship activities, pipeline opportunities and deal with complex relationships, including consultants and third parties.

Track Relationship Activities

Target Pipeline Opportunities

Manage Complex Consultant & 3rd Party Relationships

Epoch's
Project

Epoch had been using SatuitCRM® for almost ten years, but needed their usage to reflect the evolution of where their business and internal team structures and communication were today. Even a firm that has been using a CRM system for years can enhance its value and gain additional benefits from a systemic review and update of how it's being used and by whom.

Epoch had seen significant growth in AUM, offers more than a dozen investment strategies, works with both Institutional and Sub-Advisory clients, and had many internal teams (Sales, Client Service, Marketing, Senior Management and Operations) that were using the CRM system without the true benefit of a company-wide CRM strategy.

> **SatuitCRM has enabled all user groups to relinquish reliance on individual tracking spreadsheets and repetitive data entry.**

Maura McNulty, a veteran Satuit user for over 10 years, had recently joined the Relationship Management Team and was tasked with spearheading the initiative. This was due both to her familiarity with the software and her understanding of how each user group within the firm could benefit from the SatuitCRM reconfiguration. A well recognized key element for the success of any CRM project is to have the full support of the IT team. To ensure this, David (DJ) Curnow, a director in Epoch's IT group, was recruited to join as project leader.

Epoch's Process

To begin the initiative, each main user group was tasked with compiling their individual wants and needs, and these were combined with Senior Management's reporting requests. Once there was a solid understanding of what the end goals in terms of usage and outputs needed to be, Maura and DJ set out to structure Epoch's SatuitCRM software to be both "future-flexible" and user-friendly to achieve current and anticipated goals. SatuitCRM has enabled all user groups to relinquish reliance on individual tracking spreadsheets and repetitive data entry.

Under their guidance, Satuit personnel then modified the software and assisted in creating the structure to fulfill their needs. Each new screen and report was tested and reviewed as it was developed. Many hours were spent by Epoch and Satuit to ensure that the revised software structure was user friendly and bug free. Another major effort that was undertaken by Epoch was a review of the data in the system to remove duplicate contacts and out of date records, as well as restoring business and contact linkages.

After the initial overhaul of their SatuitCRM software configuration and prior to roll-out, Maura and DJ attended advanced training on System Administration and Work Flow. The Work Flow was a key element for implementation, as it enhanced and synchronized the usability of all of Epoch's groups.

"For all user groups, the overhaul to SatuitCRM brought clarity on many levels."

During the week of the project roll out, Epoch conducted two days of on-site group training sessions lead by Satuit's staff. Training Epoch's employees on its own SatuitCRM structure and newly created Work Flows was another key to the success of the project.

Epoch's
Results

For all user groups, the overhaul to SatuitCRM brought clarity on many levels. An example of enhanced Sales analytics is that SatuitCRM is now able to capture and display which products the Sales team was presenting most often and to compare that to the list of products that are most active in the sales pipeline. Another effort was dealing with sub-advisory clients, as part of Sales effort. For example, if Epoch partnered with a third party to sell their funds, they could now see which channel and platforms they sold to most often.

At Epoch, the President and Chief Operating Officer is head of their Sales, Client Service and Marketing teams. He can now view the outputs of SatuitCRM to track pipeline sales efforts, marketing distributions, and client interactions more easily than before and share this information with other top management and group leaders. In fact, SatuitCRM has enabled all user groups to relinquish reliance on individual tracking spreadsheets and repetitive data entry. Everyone is now working from the same data source, which is key to cross group communication and reporting.

The CRM system successfully puts everyone immediately on the same page with the same source data. Given the multiple groups at Epoch, one of the most important outcomes is that key data is now captured once in the CRM, leading to a seamless transition of a relationship from being a prospect to a client. Since all the knowledge and communication about the relationship is captured in the CRM system, it provides an excellent starting point for the Epoch relationship managers. A common saying now is: "If it's not in Satuit, you didn't do it."

Epoch's
Future

Keeping everyone engaged in the use of the CRM system is a key challenge, especially as the organization and number of users grow. During the project, it became clear that the organizations having the greatest reliance upon SatuitCRM had their own internally customized manuals to instruct current and future users. Epoch is now systematically training all new employees who will be key users of SatuitCRM. The creation of an internal user manual is in progress, as well as 'tips and tricks' focused on specific processes.

One of the initiatives to utilize the CRM better is an effort to further increase communication between groups (i.e. Sales and Relationship Management). Therefore a recent focus has been on identifying key meetings and activities and ensuring proper and timely dissemination of notes and follow-up activities. Epoch is setting up ongoing reporting using automatic pulls of key information to create client tear sheets, internal relationship reviews, etc. There are now a large number of internally distributed reports that are generated from the CRM that are reviewed on a weekly basis, helping to keep users focused and management informed. Another feature being developed is the ability to push reports to an Epoch associate's home-screen, whether it is specific to one group or to all users. This way the users have exposure to all of the same data on a regular basis, once again keeping everyone on the same page.

Finally, the team is confident they will overcome any future challenges, as they have top management buy-in on the overwhelming benefits and usages of a well utilized SatuitCRM.