

Glean for financial advisors

Bridging the knowledge problem and strategically prioritizing clients through unified work AI

glean

AI that works for organizations of every size

Whether at a large, integrated bank or an independent Registered Investment Advisor (RIA), financial advisors today experience a persistent "knowledge problem" typified by the struggle to find relevant data or information between disparate systems and departments. This results in most financial advisors only spending 20% of their time on client-facing tasks.

This inefficiency results from data fragmentation, with vital client and product information siloed across multiple, non-standardized repositories. Often, powerful enterprise tools like Salesforce are underutilized, with adoption hovering around 25-30%—preventing advisors from getting a unified, actionable view of clients.

The result? Financial advisory firms struggle to effectively segment and prioritize their client book of business. Top clients remain well-serviced, but advisors lack the tools to systematically identify and capture "held-away" assets from the remaining 80% of their clients—a massive growth opportunity lost in the complex depths of their organization.

Financial advisory departments need to strategically prioritize solving this issue. Long-term initiatives to create a single, cleaned data repository—quickly and efficiently—are key to deepening existing relationships in a way that unlocks the latent value of those “held-away” assets.

However, the complexities of today’s work presents unique challenges for both large, integrated banks as well as independent RIA models. Larger banks, often overladen with mandated, complex, and clunky tech stacks, need to navigate through internal bureaucracy, data fragmentation across legacy systems, high administrative overhead, and pressure to push proprietary products.

Meanwhile, financial advisors working in an independent RIA model need better ways to manage business development, operations management, competition compression, and scalability. While they may have more flexibility and choice when it comes to choosing their tech, determining which offers the best efficiency and client experience is usually not easy, affordable, or fast.

For both, a unified work AI platform like Glean can provide a streamlined solution that brings together disparate data, automates low-value administrative work, and provides intelligent, actionable insights for client segmentation and growth.

Leveraging Glean for financial advisory workflows

1. Solving the knowledge problem

The "knowledge problem"—where information is scattered and difficult to access—is the most fundamental and important issue for most financial advisors. Major firms often store data in at least four main, non-standardized repositories, with no single source of truth for client history, product information, or performance history. This forces advisors into a time-consuming, "swivel-chair" workflows, hunting for data across siloed systems just to prepare for a meeting. This fragmentation is the primary reason why powerful platforms like Salesforce are only used to 25-30% of their capacity; the platforms themselves are potent, but the data fed into them is incomplete and unreliable, rendering advanced features useless.

Solving the knowledge gap also directly impacts succession planning and defends against fintechs targeting younger generational assets. Rapidly synthesizing client information and understanding the client's journey becomes critical for asset recapture—firms with comprehensive knowledge management and the capability to provide relevant financial information faster will always have the upper hand.

Advanced search and automation technologies also provide talent acquisition advantages. Emerging advisors view compliant access to modern technology as baseline expectations in the workplace. Just as account executives avoid sales organizations without CRM systems, young advisors won't join firms lacking technological infrastructure. Solving the knowledge problem improves client outcomes while positioning firms as attractive destinations for next-generation professionals driving succession success.

Instead, creating a single source of truth through a foundational, wealth data repository through a solution like Glean can power all future advisor tools and analytics. This provides a way for financial advisors to solve the data fragmentation issue at its core in the long-run.

2. Reducing administrative overhead

Fragmentation causes advisors to spend an estimated 60% of their time on non-revenue-generating administrative, compliance, and operational tasks. This includes manual data entry, navigating clunky account opening processes, and fulfilling compliance requirements. This administrative drag is a major source of frustration, a key barrier to scaling their business, and a direct hit to productivity and morale.

Solving the knowledge problem instead drastically reduces this administrative overhead, improving speed to market. Integrating external, comprehensive, enterprise-ready solutions like Glean that's already permissions aware, ready with connectors that integrate where users already work, and are easy and intuitive to onboard, helps companies reduce general frustration, save time across the board, and focus on speed to market.

Furthermore, integrating Glean assists tackling governance, risk, and compliance issues where there's simply not enough bandwidth and skills to cover the gaps. Banks can often face continuous challenges when it comes to keeping up with regulatory compliance—solutions like Glean keep users always up to date with the most recent and relevant compliance rules, and always just a query away rather than requiring an exhause search and enablement effort.

3. Strategically segmenting clients

Solving the knowledge problem also directly helps financial advisors segment their client book. With an efficient way to analyze the bottom 80% of clients that remain underserviced, it becomes easier than ever to identify and leverage hidden opportunities. Advisors have a better way of identifying and targeting clients that have small accounts with them, but millions with a competitor, thanks to tools that systemically segment their 200-250 households, prioritize outreach, and tailor their approach to capture these outside assets.

This new strategic shift, thanks to bridging the knowledge problem, enables firms to move from pure new client acquisition to capturing a larger share of wallet from existing clients—the highest-growth opportunity available that's often left untapped.

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Ready to start bridging the knowledge problem through Glean and elevate your financial advisory workflows for today's challenges?

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