



CUSTOMER

AXA Australia

ACTIVE LOCATIONS

Australia

INDUSTRY

Finance & Insurance

PROFILE

AXA Australia is a member of the Global AXA Group, one of the largest financial services groups in the world, with A\$45.6 billion funds under management and total gross inflows of almost A\$10.8 billion. AXA Australia has around 1000 Financial Advisers and more than 2000 employees and is a key provider and distributor of wealth management and financial protection products and services.

“Initially AXA estimated it would take a year for change management of a new system, but with Intelledox it only took 3 months to roll out. Advisers switched over very quickly when they saw the benefits of Intelledox - content control, instant updates, and a comprehensive questionnaire that covers every aspect Advisers need to consider when producing SoAs for their clients. The Intelledox interface is very user friendly and easy to learn.”

Gayle Kennedy

Advice & Development Manager
AXA Advice & Licensing

AXA AUSTRALIA

Business Environment

The financial services industry is highly competitive. To be regarded as a trusted, financial service provider, it is important to deliver high quality services and products of financial investment, superannuation and personal insurance. The client is the main focus throughout the advice process; The Advisers recommendations must fit each client’s specific needs and accurately reflect their current situation.

Australian Financial Institutions must comply with legislation, with regards to the construction and delivery of Statements of Advice (SoA) and Financial Services Guides (FSG). The documents must meet standards to satisfy specifications set by Australia Securities and Investments Commission.

Business Challenge

In 2008, AXA Australia decided their document system was too complex to manage and didn’t cater for licensee growth or potential changes to the regulatory environment. To produce SoAs and FSGs for clients, AXA had a financial document management system that included a collection of hundreds of Word documents and Excel spreadsheets compiled using complex macros. It was an awkward system that was difficult to maintain and resource intensive. AXA Australia needed a more efficient document generation system. After looking at a number of solutions, Intelledox was chosen as the optimum solution to meet their requirements.

Intelledox Solution

In December 2008, AXA Australia rolled-out Intelledox to its network of Financial Advisers. It was so well accepted that by the end of February 2009, AXA were able to decommission the old system. Intelledox provides AXA and their network of advisers with an automated document solution covering all components in the construction of SoAs and FSGs, investment advice scenarios, strategy information, insurance and superannuation. The Intelledox solution made the document maintenance and creation process highly efficient.

From one central point, AXA can easily design documents, manage templates as well as control and update legal changes. The centralized nature of the solution has enabled instant and absolute legal compliance. By using Intelledox, readability has improved and all documents have the correct AXA branding and adhere to the style guide. Additionally, advisers can now easily incorporate their personal business graphics into the documents.

Financial Advisers access Intelledox via an online portal and can easily produce customized SoAs, FSGs and incorporate client’s details. Corporate data and legal disclosure content is fully leveraged to populate the standardized elements of the document. The Advisers integrate data from their financial system and the finished document is then generated. Since deployment, AXA have seen a dramatic improvement in document completion times, on average, from 7 hours to 40 minutes. Intelledox performance analytics also show daily usage by around 200 Advisers and some 250 SoAs generated per day.

INTELLEDOX HAS DELIVERED IMPROVEMENTS SUCH AS:

- Direct control of documents, corporate templates and legal content
- Significantly reduced time for content updates and legal changes with real time distribution
- Fast generation of complex investment advice documents
- Assurance that AXA style guide and legal content is updated and consistent for all Advisers
- Advisers can quickly generate documents; assured that core content is current and up-to-date
- Modern web-based and user-friendly interface

INTELLEDOX HAS PROVIDED AXA WITH THE FOLLOWING BUSINESS BENEFITS:

- Increased productivity and efficiency of business processes
- A dynamic SoA generation engine featuring 580 questions and 1050 logic conditions.
- Content accuracy and ease of management
- Statistics reports and audit trail of document generation
- Cost effective document system that is easy to maintain and requires no IT support
- Improved AXA branding by creating modern, professional documents, that meet AXA style guide
- A solution that is scalable to meet future demands and cater for business growth
- AXA becomes an attractive business partner for new Advisers, with a document system that's easy to learn and manage
- Increased value for Financial Advisers, who can provide correct tailored documentation to clients - which leads to satisfied clients

"The time spent on support to Advisers has been significantly reduced. We used to get many inbound support calls, but no longer. AXA support staff now has the time to concentrate on more important tasks."

Gayle Kennedy

Advice & Development Manager
AXA Advice & Licensing

"Now we add changes to the content library and roll it out. Next time an Adviser accesses the system the new content is available and updated. AXA used to make changes quarterly to SoAs and it took 3 months to complete any changes."

Gayle Kennedy

Advice & Development Manager
AXA Advice & Licensing

ABOUT INTELLEDOX

Intelledox is a 4th generation document creation system and specifically addresses what leading analysts refer to as "content chaos" caused by a lack of a structured and centralized approach to document generation. Intelledox creates significant business advantage through the automation of document-centric business processes. By leveraging existing investment in document management and information assets, Intelledox assists organizations to drive down operational costs, deliver increased efficiency, reduce compliance risk, and improve user experience. Intelledox has delivered high quality enterprise software solutions to a growing portfolio of large corporate and government customers across the globe. Currently some 300 customers and 400,000 users benefit from the solutions developed by Intelledox Pty Ltd. Headquartered in Australia, Intelledox has an international presence across the globe with offices in North America, Singapore, and the United Kingdom.

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