



Generating Service Alpha to Optimize the Client Experience

Competitive Challenges Conference Presentation

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Executive Summary:

Technology innovations, improved data analytics and other advances have provided asset managers with a robust toolset to improve service quality and deliver 'Service Alpha'. But what does the next-gen service model look like and can it create competitive differentiation? Is it based on a holistic organizational focus on all the service basics and/or a fundamental shift in how asset managers engage with their clients?



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