

Technology helped this firm grow faster—and reach even greater heights

Capital Advisors was growing at a rapid rate when the firm reached a decision point: invest in more staff, or invest in technology. “We knew if we didn’t adapt and change, we were going to get left behind,” says COO Jamie Wilson. “Technology was crucial to our growth. We’ve embraced it.” Wilson shared ideas that helped Capital Advisors find success in their digital transition.

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Jamie Wilson

COO
Capital Advisors



Create a technology mission statement—then make a plan.

“Many firms have mission statements. We have a mission statement for our tech department. From there, we built an action plan. One of the key pillars of our five-year plan is to invest in and adopt more technology, not only for portfolio management and client service, but also for employees. Our goal is to use technology to provide better experiences for everyone.”



To gain support for digital adoption, the voice of leadership is crucial.

“One of the main hurdles is getting everybody to think in a tech mindset. It helps to have dedication from leaders and firm, clear messages. *This is where the market is going. This is the way we’re going to go. This is what we need to be efficient. This is what we need from a security standpoint to protect our clients.*”



Automate as many workflows as you can.

“It’s about process, process, process. Technology allows you to automate and standardize workflows so things are done consistently and efficiently by every person in your organization. When you bring on a new employee, there’s no ambiguity.”



Technology is getting better. Keep asking how you can get better, too.

“Don’t be afraid to adopt new technology. Explore what’s out there, get organized, and have a plan. Keep asking, is there a better CRM? Is there something that will make the client and employee experience better? Utilize Schwab’s consultants and resources to help you think through these decisions. They’ve helped our firm tremendously.”

Capital Advisors



Tulsa



40 employees



Founded 1980



\$3.4B AUM

Schwab tools I rely on

- Schwab Advisor Center® tools: move money with eAuthorization and integration with advisor-owned DocuSign
- Schwab Alliance
- Data integration—Schwab and third-party
- Consulting, events, and networking opportunities such as IMPACT®

Key third-party tools

- Junxure
- Orion
- MoneyGuidePro
- Calendly
- Microsoft Office Suite
- Video conferencing

How they did it: a CRM integrated into every part of the firm

“If it isn’t in our CRM, it didn’t happen.”

Wilson calls their CRM, Junxure, the “heartbeat of the organization.” In addition to capturing key client information, Capital Advisors also uses it to optimize every aspect of their business and deliver exceptional experiences for their team and their clients.

Jamie Wilson
COO



1. Client onboarding

Lead with digital. Our first option is no longer paper onboarding. We simply started using digital tools—and were pleased to find that most clients, even older ones, embraced it.



2. Workflows

Take the time to thoughtfully build your workflows into your CRM and review them frequently. Workflows are crucial to efficiency and consistency. Get them right up front, and not only will you deliver great client experiences, but you’ll save a lot of time in the end.



3. Integration

Integration is key to boosting efficiency and minimizing manual data entry. We won’t even consider a new application if it doesn’t integrate well with our other systems.



4. Employee champions

Select an employee to champion a new tool, feature, or workflow to help your firm get the most out of your tech stack. Let them learn, test, and become an expert. Then roll out the new feature to the rest of the team.

Ready to give your team more time to spend with your clients?

No matter where you are on your digital journey, we’ve got you covered.



Learn how to jumpstart your digital journey
advisorservices.schwab.com/jumpstart

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