

A group of five diverse business professionals (three men and two women) are shown in a modern office environment. They are all smiling and appear to be in a celebratory mood, with one woman in a yellow shirt shaking hands with a man in a light blue shirt. The background shows office desks, plants, and large windows.

LPL Financial drives efficiency with streamlined advisor onboarding

Capgemini and LPL Financial leveraged Salesforce Financial Services Cloud to design a modern advisor recruitment workflow and system, unifying teams and improving efficiency by 25%

When LPL Financial decided to transform its internal customer relationship management (CRM) processes, the company engaged Capgemini. Working collaboratively with leading business stakeholders, Capgemini implemented a Financial Services Cloud app and developed a new recruitment workflow for financial advisors. As a result, LPL Financial's teams now operate more efficiently and with greater transparency as part of a unified, organization-wide methodology.

Transforming internal processes to meet evolving business needs

In the US, LPL Financial has built a reputation as an industry leader and become the largest independent broker-dealer in the country. Since its establishment in 1989, the company

Client: LPL Financial

Region: North America

Industry: Banking and capital markets

Client challenge: LPL Financial, the leading independent broker dealer in the US, experienced growing complexity in its advisor onboarding process and wanted to move away from legacy systems and siloed operations.

Solution: LPL Financial partnered with Capgemini to launch Project Unite, a strategic initiative leveraging Salesforce Financial Services Cloud to create a federated, unified onboarding platform, ensuring a consistent, streamlined experience.

Benefits:

- Up to 25% more efficient onboarding.
- Improved handoffs and collaboration between internal teams.
- Enhanced compliance, data trust, and process transparency.

has provided advisors with the front-, middle-, and back-office support they need to fulfill a large, growing demand for comprehensive financial advice. As of today, more than 29,000 advisors – both independent and from institutions – rely on LPL Financial for key services as the organization also supports nearly two trillion assets.

However, one aspect of maintaining market leadership was providing high-quality internal CRM processes.

LPL Financial identified a strategic opportunity to modernize its approach, streamlining and unifying key processes that had become fragmented across multiple cross-functional

platforms. This transformation was designed to drive greater internal collaboration and visibility, reduce operational costs, and strengthen the firm's ability to recruit financial advisors.

To realize this vision, LPL Financial partnered with Capgemini to leverage our proven track record with large-scale transformation and deep expertise in financial services. Together, the partners embarked on a journey to create a more agile, integrated, and future-ready CRM ecosystem.





Innovation in the form of a cloud application

Capgemini and LPL Financial teamed up to review the organization's existing systems and methodology. A joint project team developed a shared vision of a framework that would empower teams to evolve the financial advisor recruitment process independently – while ensuring they stayed unified on a single, futureproof platform.

Capgemini and LPL Financial also agreed that the Salesforce Financial Services Cloud represented the best fit solution to achieve the company's vision, as its native capabilities would solve some of the complexities facing the organization. This meant it could be developed and implemented more quickly.

With these objectives identified, we got to work adapting the Financial Services Cloud for the organization's unique needs. By the end of this process, the project team introduced a new workflow that streamlined the identification of, outreach to, and engagement with financial advisor prospects. This same process also ensured that, once a candidate was successfully recruited, they would be onboarded more effectively – while dedicated relationship managers waited to support and nurture them.

A new approach sets up the firm for innovation

The Financial Services Cloud app provided the company with a single system for CRM processes that streamlined advisor engagement, automated insights, ensured compliance, and reduced onboarding time. A new data model within the solution supported all LPL affiliates and standardized the reporting process while enhancing analytics. By using a single solution that supported the entire organization, different teams could capture and prioritize requirements to unlock greater value – all while operating within shared and expanded workflows and integrations.

All this was achieved while the Financial Services Cloud made internal CRM processes simpler and faster, helping LPL Financial's teams operate more efficiently. The solution also expanded the company's transparency and reporting ability, while enhancing data security with simplified controls and a broader alignment with data compliance.

Following this project, we've helped LPL Financial fulfill its immediate objectives while preparing the firm for its future. The company is now better positioned to implement AI, which will drive even more efficiency by continuing to reduce manual work.

Following its engagement with Capgemini, LPL Financial has reaffirmed its market leadership – while setting itself up for the level of innovation that will keep it at the industry's forefront.

About Capgemini

Capgemini is an AI-powered global business and technology transformation partner, delivering tangible business value. We imagine the future of organizations and make it real with AI, technology and people. With our strong heritage of nearly 60 years, we are a responsible and diverse group of 420,000 team members in more than 50 countries. We deliver end-to-end services and solutions with our deep industry expertise and strong partner ecosystem, leveraging our capabilities across strategy, technology, design, engineering and business operations. The Group reported 2024 global revenues of €22.1 billion.

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