

GenAl in Asset Management

The digital edge: Redefining asset management customer service and distribution

Transforming client experiences with Al-powered solutions

In asset management, exceptional client service is not just a differentiator – it is a fundamental requirement. Advisors and investors depend on rapid, clear responses to inquiries related to transactions, product details, and regulatory guidance. **The integration of artificial intelligence (AI) into customer service operations is revolutionizing client interactions** by reducing response times, streamlining query resolution, and offering seamless self-service.

Key challenges of traditional customer service

- Latency and productivity loss: Service agents spend between 1 3 minutes resolving simple inquiries and up to an hour navigating complex queries across multiple systems. This decreases overall efficiency and results in sub-optimal client experiences.
- **Inconsistent answers:** High agent turnover, varying experience levels, and the pressures of managing difficult customer interactions lead to inconsistent answers and diminished client satisfaction.
- **High escalation rates:** Routine inquiries are escalated unnecessarily due to service agents lacking expertise or system access, increasing operational costs and creating bottlenecks in query resolution.

The most time-intensive inquiries include:

Complex transactions and fund transfers

Distribution schedules and dividend processing

Regulatory clarifications

Account-specific concerns requiring multi-system verifications

The agentic framework: Al-driven customer service transformation

Implementing an agentic framework in asset management call centers can help improve key service metrics by leveraging Al-powered processes such as large language models (LLMs) and retrieval-augmented generation (RAG).

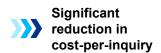
	Metric	Before Al	After Al	Improvement
	Average lookup time	1 – 3 minutes	20 - 30 seconds	~2 – 3 times faster
	Response accuracy	80 – 85%	93 – 98%	+10 – 15 percentage points
3	Junior agent productivity	Baseline	+30 – 50%	Significant increase
4	Customer experience score (CSAT)	Moderate	High (consistent positive feedback)	Marked improvement

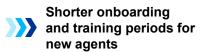
Four-step AI framework for asset management service centers

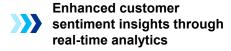
An Al-based agentic framework optimizes client interactions through a structured, intelligent approach:

Steps:	Intent detection	Intelligent routing	Rapid retrieval	Compliance assurance
Process:	Instantly understands query context, avoiding frustrating navigation menus	Directs complex queries to specialized human agents	Searches transaction histories, prospectuses, and procedures instantly	Ensures all responses meet regulatory standards in real-time
Benefit:	Faster, intuitive interactions	Efficient resource allocation	Sub-30-second response time	Improved accuracy & compliance

Beyond efficiency improvements, Al-driven solutions can also provide:







Implementation considerations for Al-driven customer service

Successful deployment of Al-powered call centers requires thoughtful execution:

- **Pilot & learn:** Start by applying AI to FAQs like withdrawals and regulatory clarifications, using real call logs for training.
- Secure knowledge base: Consolidate historical call data, prospectuses, and operational procedures into an Al-enhanced secure database.
- **Robust traceability:** Ensure that Al interactions are logged effectively to maintain transparency and traceability to meet compliance requirements.
- **Frontline coaching:** Define escalation protocols to empower agents and streamline exception handling.
- Continuous optimization: Regularly review performance data response times, accuracy levels, and CSAT scores – to refine AI capabilities.
- **Evaluation:** Assess Al responses against verified answers to detect factual errors and biases before deployment, requiring every output to reference the curated knowledge base to minimize hallucinations and maintain traceability.

Key lessons from Al-powered customer service deployments



Transitioning from legacy service models to Al-driven systems requires clear communication and structured implementation.



Al solutions must prioritize intuitive interfaces to maximize adoption and client satisfaction.



Training call center agents to effectively utilize Al-driven frameworks is critical for seamless adoption.

Conclusion: Digital concierge service as the new standard

Al-powered customer services are rapidly becoming an industry expectation rather than an emerging innovation in asset management. By dramatically reducing response times, improving agent productivity, and eliminating unnecessary call escalations, Al can help deliver measurable operational benefits:







The future of asset management customer service isn't waiting – it's unfolding now. Firms that embrace Al-driven transformation are setting new standards, while others risk falling behind. The question isn't whether change is coming – it's whether you're leading it. Where do you stand in this journey?

How KPMG can help

With industry leading innovation leveraging AI for Asset Management, KPMG can help asset managers accelerate their adoption of AI to drive business outcomes.

- **Cross-functional capabilities**: Global team of professionals that enable value realization from strategy to execution and operations.
- **Deep industry experience**: Extensive experience helping asset managers and other financial services firms realize technology modernization tailored to the needs of the industry.
- Leading AI experience: KPMG is recognized by HFS Horizons and other industry analysts as a leading provider of enterprise generative AI solutions including alliances with top technology firms and 1,700+ AI projects delivered and over \$25 billion in client value realized. Learn more about our AI capabilities >>>

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