



# GenAI in Asset Management

The digital edge: Redefining asset management customer service and distribution

## Transforming client experiences with AI-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: AI-driven customer service transformation

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

	Metric	Before AI	After AI	Improvement
1	Average lookup time	1 – 3 minutes	20 – 30 seconds	~2 – 3 times faster
2	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 AI-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, AI-driven solutions can also provide:

**Significant reduction in cost-per-inquiry**

**Shorter onboarding and training periods for new agents**

**Enhanced customer sentiment insights through real-time analytics**

## Implementation considerations for AI-driven customer service


Successful deployment of AI-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 AI-enhanced secure database.
- Robust traceability:** Ensure that AI 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 AI 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 AI-powered customer service deployments

**Change management**

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

**User experience (UI/UX)**

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

**Shifting from search-based to conversational AI**

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

## Conclusion: Digital concierge service as the new standard

AI-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, AI can help deliver measurable operational benefits:



**Faster service for advisors**



**Greater confidence for investors**



**Optimized efficiency for asset management firms**

*The future of asset management customer service isn't waiting – it's unfolding now. Firms that embrace AI-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 [>>>](#)

## Our team



**Kalpana Ramakrishnan**  
Principal & Senior Advisor  
KPMG U.S.  
[kramakrishnan@kpmg.com](mailto:kramakrishnan@kpmg.com)



**Agnel Kagoo**  
U.S. Consulting Sector Leader –  
Asset Management  
KPMG U.S.  
[akagoo@kpmg.com](mailto:akagoo@kpmg.com)



**Kshitij Agrawal**  
U.S. Offering Leader – Asset  
Management Digital Distribution  
KPMG U.S.  
[kagrawal@kpmg.com](mailto:kagrawal@kpmg.com)



**Natarajan Balasubramanian**  
Director, Asset Management  
Digital Distribution  
KPMG U.S.  
[nbalasubramanian1@kpmg.com](mailto:nbalasubramanian1@kpmg.com)

Learn about us:



[kpmg.com](https://www.kpmg.com)

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

© 2025 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. USCS032256

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

DASD-2025-17517