



80% Faster Trade Request Operations For Sovereign Financial Group

 Industry: Registered Investment Advisor	 Customer Since: 2023	 Products: Experience Studio	 Features: Forms, Automation, Surveys
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COMPANY BACKGROUND

[The Sovereign Financial Group](#) is a registered investment advisor managing over \$1 billion in assets. The firm supports independent advisors by handling back-office operations, including compliance, trading, and operational support, allowing advisors to focus on managing client relationships and growing their businesses.

SOVEREIGN FINANCIAL'S CHALLENGE

Salesforce is Sovereign Financial's hub for back-office operations and client records, integrating with Orion and other systems. Yet advisors and internal teams struggled to read and act on client, portfolio, and compliance data.

Capturing advisor preferences, investment selections, and compliance categories was clunky, and investment instruction changes ran through email threads and chats, causing inconsistent submissions, missing information, and repeated follow-ups.

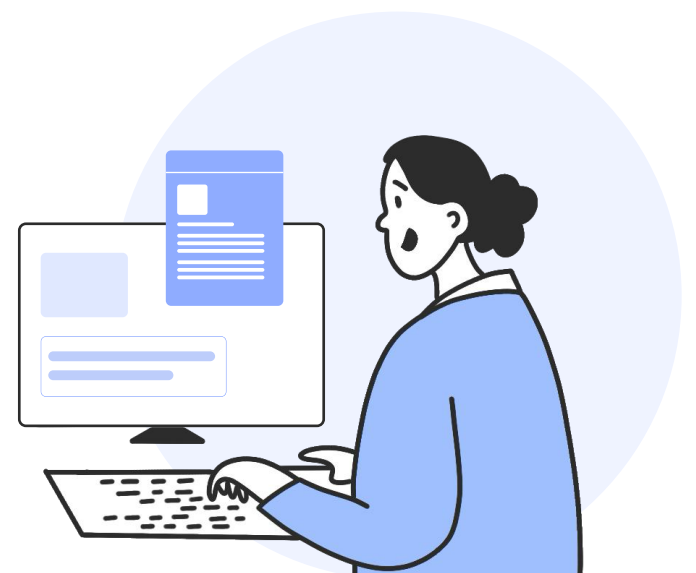
TITAN'S SOLUTION

Titan Experience Studio was used to build a CAASP system inside Salesforce.

Advisors access household summaries, investment instructions, accounts, and more from a CAASP tab, and update portfolio group and account details.

Trade and back-office teams validate changes, while Titan generates summary documents and creates trade requests in Salesforce.

The submission processes in ~30 seconds, with confirmation emails, audit records, and post-request surveys triggering follow-up for low ratings.



KEY RESULTS

- ✓ **80% Faster Operations:** Trade request workflows that previously took up to a week can now be completed within a day.
- ✓ **Advisor Requests Reduced from 30 Minutes to 5 Minutes:** The previous email-based process for advisor requests was reduced from approximately 30 minutes to 5 minutes per request, including client confirmations and follow-ups. The team can now process up to 15 CAASP requests per day.
- ✓ **0% Trade Errors Over 6 Months:** Sovereign Financial reported no trade errors over a six-month period after implementing the Titan-powered process, reducing misunderstandings and minimizing back-and-forth follow-ups with clients.
- ✓ **Standardized Requests Reduced Follow-Ups:** Guided submissions, document previews, and confirmations help ensure complete information is collected before requests are submitted, reducing follow-ups between advisors and operations teams.
- ✓ **5.96 out of 6 Advisor Satisfaction Score:** Following the rollout of the Titan-powered experience, advisor surveys now average 5.96 out of 6 stars. The improved experience eliminated the need for continued adjustments to the advisor workflow previously raised through bi-weekly advisor committee feedback.
- ✓ **Real-Time Advisor Feedback:** Titan surveys give Sovereign Financial real-time feedback from advisors after completed requests. Ratings of four stars or lower automatically trigger internal follow-up workflows.
- ✓ **Improved Auditability and Compliance Visibility:** By moving trade requests into a structured Salesforce-connected process, Sovereign Financial gained stronger operational visibility, improved audit readiness, and more consistent recordkeeping across teams.

“The Titan team is incredibly knowledgeable, like next-level knowledgeable, and they’re great teachers too.” – Nick Thiede, Chief Operating Officer at Sovereign Financial Group