

Case Study

The Silent Partner



The Silent Partner – a channel partner of MCS (UK) Ltd. identified the opportunity while working with a large client in the UK, to develop a Behavioural Based Investment Risk Profiling (IRP) Tool to measure clients risk tolerance and aversion levels alongside of industry standard mathematical calculations.

The industry is currently undergoing scrutiny in providing best investment advice, not surprisingly; the initial piloting of this product has developed great interest.

Rory Curran, Managing Director of 1st Software, whose products are used by 40% of the larger IFA firms says,

“the client investment risk profiler should help to reduce the risk of being a professional financial adviser”

IRP assesses how the investor might respond behaviourally to investment decisions. In particular, the IRP considers the speed with which an investor is likely to make decisions and the level of regret which the investor may suffer in relation to past investment decisions.

IRP documents all of a client’s answers, an assessment report is generated and the investor signs this off, an adviser can then match the investments to the risk profile.

More than 1,000 individual customers and six financial services providers, including Standard Life, Norwich Union and Friends Provident, are now using the service, and a further 13 financial services firms plan to implement it during 2003.

IRP uses the power, speed and accuracy of P3 Behavioural Profiling (96% of candidates report P3 to be over 90% accurate or higher)



Partner delivers business

development to large financial services and institutions in the financial sector.

A collaborative approach between MCS, The Silent Partner and leading software provider – First Software produced a Behavioural-Based Profiling tool branded, ‘Investment Risk Profiler’ (IRP).

<http://www.silentpartner.co.uk>
<http://www.1stsoftware.co.uk>



combined with excellent support and over 20 years worth of development, to provide its users with the ability to match behavioural tendencies of candidates and employees (client’s risk tolerance) with behavioural requirements of specific characteristics – risk tolerance and aversion levels.



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