

# Time for an Upgrade and Overhaul

## GOELZER INVESTMENT MANAGEMENT

### Company

Goelzer is a private and institutional investment management firm that has been helping both individual and corporate clients reach long-term financial success since 1969. Its mission is to provide personal and professional assessment advice and financial services while living up to the values of trust, integrity, respect, commitment and a positive attitude. The company defines its core strengths as research, relationships and results.

### Location

- Indianapolis, IN, USA

### Services

- Wealth management
- Investment advisory
- Consulting

## Introduction

Since its beginnings, Goelzer Investment Management has seen impressive growth in both its client base and the amount of assets institutions and individuals have entrusted to the firm. Today, its clients span 35 states and multiple European countries, controlling \$2.2 billion in total assets.

Over 30 investment professionals provide attentive service, and the business was named among the 2021 Best Places to Work in Indiana, demonstrating it treats its employees as well as its clients.

Delivering the high-quality client experience that has kept Goelzer in business for over 50 years requires both a personal touch and the latest in enabling technology. This means seeking out the best available customer relationship management (CRM) and file-sharing solutions.

## Refreshing both CRM and file management

The decision to seek out a new CRM tool came because the previous solution was no longer up to the company's standards. The file-sharing system had similarly become antiquated.

The existing CRM lacked intuitive features. When data was placed into the system, there was no elegant way for users to find it. Pulling reports and detecting duplicate records were also more complicated than they should have been. The file-sharing system took the form of a "cloud desktop,"

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where a lack of specialized organizational features left employees without a simple way to sort decades' worth of records.

It was time for an “upgrade and an overhaul,” in the words of Office Manager Aimee Deveau.

During this upgrade process, the criteria included:

- Centralized document storage and access to prevent duplication due to individual file retention
- Seamless integration between CRM and file management
- Streamlined collaboration
- Ease of use to encourage smooth uptake

### Building a connected new environment

When settling on Practifi as the new CRM of choice, the Goelzer team was won over by the solution's ability to integrate seamlessly with other technology tools such as investment platforms.

Then, as the search encompassed both CRM and file management, a custom integration between Practifi and Box proved useful from both angles.

Deveau described the value of having these systems work in tandem:

“If an advisor is within a client household in Practifi, and they need to reference a document, rather than going out of Practifi and into another system, it would be so much easier if we could just get to those documents directly from that Practifi household, so whatever else they're working on they can see it all in one place.”

The Practifi and Box solution came online in June 2020 and immediately became the backbone of the company's digital tools. Upon implementation, the team viewed all its data clearly for the first time and launched cleanup, sorting and deduplication efforts.

Nearly every Goelzer employee has access to Practifi, with many teams using the solution daily.

All client-related data is now stored in Practifi for easy recall, including:

- Emails
- Phone calls
- Meeting notes
- Updates to client files

Other points of contact, including vendors, are also logged in the system. The streamlined workflow and ease of use unlocked by Practifi have freed up employees' time so they can perform more business-focused activities.

### A new era of accessibility

Employee uptake of the new systems has been strong, and the experience has been positive. With employees free to take on more value-adding work, the company has seen two strong quarters of revenue.

While the information retrieval workflow would have previously taken as much as an hour, with employees searching complex folder systems or physical filing cabinets, key client documents are now accessible in seconds.

The team has recommended Box, Practifi and the integration between the two systems to fellow financial organizations based on the success experienced during the first year with the new software. Using the new solution has been smooth and uncomplicated, leaving employees free to excel in their roles rather than

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wasting time troubleshooting. The Practifi team has also been proactive and solution-driven, making the ongoing relationship stronger.

“It just makes it easier to do your job if you know what you need is going to be there,” said Deveau. “Personally, I feel my job is consumed by Practifi and Box, so the more successful those products are, the more successful I am.”

She recommends that other companies considering an upgrade know what their end goal is. With the right combination of technologies, as embodied by the link between Practifi and Box, those objectives are in reach.



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tools that work  
better together.**

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