

Pello Capital

Driving Digital Innovation in the Wealth Management Industry



Pello

The Company

Pello Capital started as a private client stockbroking firm called Cornhill Capital in 2004. What began as a diversified stockbroker, with a range of companies in sectors such as commodities, energy and property, is now a specialist leading independent brokerage.

Pello Capital is working hard to redefine the investment process. The traditionally slow moving industry fails to introduce technology to improve processes and services offered. Since buying out the company in 2017, CEO Daniel Gee and his partner Nick Josh are using digital tools to modernise the company and its services and disrupt the industry sector while driving fast growth and profitability. Gee renamed the company from a more traditional city of London associated name, "**Cornhill Capital**", in early 2019 to Pello Capital, which derives from "**Pelucid**", meaning "**transparent**" in Latin and is designed to communicate equality, now the foundation of the business.

Pello offers a variety of investment products for institutional, corporate and private investors focusing on listed stocks and shares.

Pello places customer service and delivery at the forefront of what it does. For example, it often gets input from customers on what they want and then goes about finding that for them, almost like a marketplace.

The Challenge

The wealth management and stockbroking industry is very traditional in nature and has historically been slow-moving to innovate, especially when it comes to use of technology. This has seen industry players unwilling to disrupt the status quo.



Gee's unique experience on the board of technology companies has seen him run all aspects within the industry and spend time as an end user. He questioned why practices are still antiquated which led him to buy out the company, then known as Cornhill Capital, to develop a service that disrupts the sector and turns the industry on its head. Gee understood the power of technology to digitally transform the company in order to provide a much improved customer and employee experience.

Pello needed to find a solution that could help it drive efficiency and increase the speed of operation. This required additional insights and means of analysis to enable real-time strategic decision-making. It had to find a solution to transform the experience for internal and external stakeholders while enabling the company to scale exponentially to meet its growth ambitions.

Pello will continuously search for better ways to serve its customer base while seeking consistent growth. For this it needs to use digital tools to help onboard more customers and products, while providing a superior level of service. This demands a move to an AI model, using customer data to predict purchasing demands and patterns. It can then present customers with the type of products or transactions they want based on their, and similar customer previous history patterns.

Pello had to find a solution which addresses:

- Employee engagement and maintenance of culture, offering a platform for staff to share ideas and collaborate openly and improving the employee experience.
- Customer transparency to enable all stakeholders to research and choose their investments with relevant data and improving the customer experience.
- Data security and compliance in a heavily regulated industry - European data storage option was crucial.
- As a growing business of 25 staff, value of investment and ROI is of high importance.

The Strategy



In effect we were already using Zoho One, but with about forty other tech companies. They were giving us similar services, but you wouldn't get just one invoice. **Zoho One is a much cheaper price point and I really like the way Zoho user pricing works. It's transparent and easy.**



Daniel Gee

CEO and Co-owner, Pello Capital

Pello saw the value of Zoho One to deliver replacement software applications in its business operations under one price-point per user. It realised with future app migrations that it could introduce new applications from Zoho One to gain more value for no additional cost.

Gee's development expertise enabled him to recognise the power of Zoho Creator to custom build certain functions. Using Zoho CRM to store homogeneous data centrally, giving controlled access to stakeholders fitted well with Pello's values of transparency and enables it to strengthen the customer experience through innovation.

Gee has custom built several customer applications using Zoho Creator and Zoho's own scripting language, Deluge alongside traditional CSS, JS node and Javascript: [Pello Spotlight](#), a corporate application and Pello Marketplace, a retail consumer app. Both share data and automate many administrative processes. They enable end users to see the right data to make more informed business decisions, offering more empowerment and transparency to differentiate from the industry norm. Gee built these using Zoho's infrastructure alongside external applications and functions.

They also speed up industry processes, creating more efficiency and customer satisfaction to accelerate growth. The data which runs through the apps enables some machine learning which enriches customer profiles and more effectively maps buyers with investments.

This digital assistance is almost unheard-of in an industry awash with pen and paper still today, so Zoho tools enable Pello to differentiate hugely on customer experience.

Pello Marketplace successfully transacted over £500m in investor applications in 2021 and is set to launch to the general public in 2022. Both applications are currently web-based, but iOS and Android versions will launch in the future.

Key Benefits



Zoho has made our transformation really easy compared with slow moving dinosaurs in the industry.

Tam Azam

Head of Marketing, Pello Capital



Pello selected Zoho One to be a core part of its strategy for many reasons:

Scalability

- Pello has scaled hugely with the help of Zoho tools. It started with 200 customers and now has 10,500 users, with just under 3,000 active customers. Its assets under management, a key metric for any wealth management company, began at £35m and hit over £750m in 2021.



We have hit 25-30k transactions a year for the trading department. Last year alone we raised just over a half of a billion pounds for listed companies and investments. We've gone from 30m to three quarters of a billion assets in two years. Headcount is rising. **The business has transformed from an archaic loss making business to a very profitable EBITDA positive scalable unicorn in the UK which is cool.** We've got solid backing from tech funds and we are still moving forward fast.

Daniel Gee

CEO and Co-owner, Pello Capital

Customer Experience

- **New digital apps:** Pello Spotlight and Pello Marketplace, powered through Zoho, have a huge positive impact on customer experience. Customer access levels to data will be automatically controlled by their regulatory classification and filtering takes place in real-time covering aspects such as customer marketing preferences or investment hold period preferences.
- **Innovative customer experience:** Pello has used Zoho's tools and other technologies to enable the development of an AR/VR customer experience, taking prospects virtually to visit potential investment company sites. This gives the investment company an opportunity to demonstrate its work and engage with a much higher potential investment pool than through a traditional site visit.

Business transformation

- Pello now acts as a marketplace in the wealth management space, selling other industry products and using data it extracts and stores in Zoho CRM centrally to almost 'match-make' customers and investments. That increases engagement and drives differentiation and growth. The data enables much more education and transparency compared with the industry norm.

Value and ease of management

- Additional applications can be brought into use when required and without the need for extra cost or time to manage contracts.

Integration capabilities

- Each Zoho application is built to integrate easily with other core providers in the industry so it easily works with other software Pello uses.
- Pello likes having the ability to draw in data from a variety of sources to Zoho CRM and Zoho Analytics in various languages from SQL to CSV.

Regulatory compliance

- Enabled Pello to comply with industry regulations, partly through the opportunity to select to store data only in Zoho's European data centres.

Insights and analysis

- Available through the use of Zia and Zoho Analytics.



One of my favourite tools is Zoho Analytics and its dashboards. It is super easy to pull data in from around six or seven different sources all in different languages. As a business we can then see our key metrics all in real-time. Before using Zoho Analytics I had to work around 18 hours a day to be able to get those insights and it involved pulling data from several sources and a lot of manual keying, which was prone to error.

Daniel Gee

CEO and Co-owner, Pello Capital

- Pello can analyse customer data to monitor engagement, touchpoints and potential calls to action.
- Pello captures sales data analytics and key management KPIs which it feeds through to staff to drive efficiency.
- The AI/learning function of Analytics enables auto-mapping of fields to categorise the daily corporate customer data Pello captures. Pello can process up to 180,000 data points simultaneously and engage with them across all its software in real time within seconds.

Efficiency



I work pretty late hours. I do my day job and I am CEO for Pello in normal working hours. **There is a lot of functionality I can build using Zoho to make my life easier, and give me easy access to data I need** so I don't need to spend hours poring over it or preparing management packs or other documentation.

Daniel Gee

CEO and Co-owner, Pello Capital

- A big operational lag for Pello is with transactions. There are often many variables that are bespoke to the customer making a purchase. Pello's operations department has gone from spending 45 minutes to an hour on each transaction to being able to do this in just seconds, through using Creator and custom Deluge scripting to automate the process. This gives the customer and the company huge efficiency savings and Pello can process more transactions as a result.

Development flexibility

- Pello benefits from the flexibility of Zoho Creator to enable innovation through further customisation and development. Gee enjoys working with Deluge scripting as he develops bespoke services and it enables him to easily enhance the UI with new initiatives whilst focusing on more complex coding languages for bespoke or intricate functions.

The Future and Longer Term Vision



Just because we are ahead of people, doesn't mean we should stop running really fast.

Tam Azam

Head of Marketing, Pello Capital



Pello has great ambition to continue its differentiation in the industry through modernising more processes with digital transformation. It has plans to build further customer functionality in the near future as it continues its digital transformation.

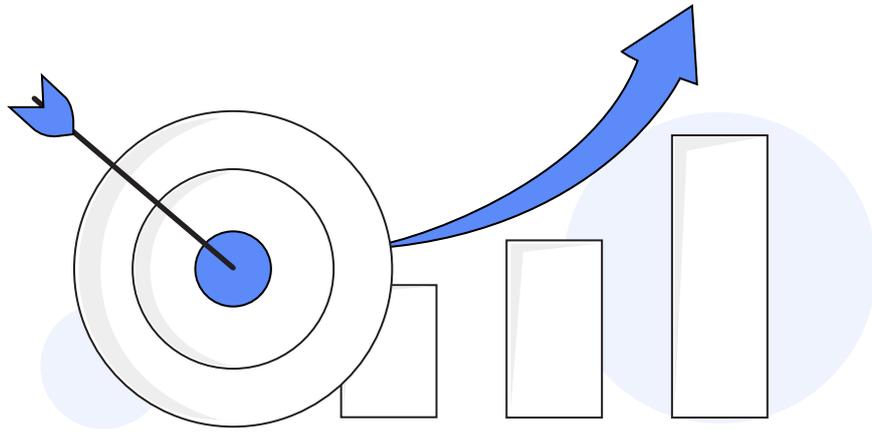


We're still in the early stages of moving a lot of the parts onto Zoho - the best thing is that there is so much more we can do and that's exciting. We have only used Zoho to tackle our standard business processes to date, but there are a lot of interesting things we're thinking about, for example, using incentivised deal targets or gamification.

Daniel Gee

CEO and Co-owner, Pello Capital





Next year Pello intends to expand its use of applications in the Zoho One suite to further improve efficiency, customer experience, employee experience, productivity and marketing. It also plans to completely migrate to cloud-based solutions in the next twelve months.

It will use Zia to analyse customer sentiment and drive action to boost customer experience, use Social and other tools to help automate marketing and Desk to drive more efficiency and productivity and offer faster customer resolutions. It also plans to introduce People, Cliq, and Zia to enhance consumer outcomes faster.

