

Sales & Marketing Literature Review Support for US-Based Global Asset Manager

35%reduction in cost of
complacency**100%**

timelines

CLIENT CHALLENGES

- The client's [Compliance team](#) was facing bandwidth issues in managing the review of large volumes of sales and marketing literature
- The client wanted support for the newly setup Compliance team in the UK in reviewing sales and marketing literature
- [Acuity Knowledge Partners](#) was selected to enhance the client team's bandwidth by handling labor-intensive tasks such as reviewing sales and marketing literature

OUR APPROACH

- Provided a dedicated team to provide support across multiple tasks, including [marketing material](#) review
- Reviewed marketing material for US/EMEA regions
- Managed the complete process - from document retrieval, review, feedback, and communication with relevant teams to regulatory filing
- Developed a detailed checklist for document review

IMPACT DELIVERED

- Enabled client's two-member EMEA [Compliance](#) team to manage increasing volume of marketing material
- Reduced cost of compliance by 35%
- Improved process efficiency by enhancing the reviewing and reporting processes
- Developed (and maintained) process documentation, including standard operating procedures (SOPs) and issue logs

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 350+ financial institutions and consulting companies through a team of over 3,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.

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