

CASE STUDY III

Personalisation at Scale for Retail Broker

600K retail clients · Global

CHALLENGES

The broker wanted to strengthen its retail proposition without building a full investment research and portfolio analytics infrastructure in-house. The objective was to give clients a more complete investment experience, create a new subscription product, and differentiate the platform beyond execution and basic market data.

SOLUTION

PRAAMS supplied the analytical infrastructure behind the broker's own investment portal.

- 01 In-house investment portal:** A full analytics layer covering stocks and ETFs, a smart screener, and portfolio management tools, branded as the broker's own.
 - 02 Multilingual AI chat:** Answers client questions on individual stocks, company and sector news, investment ideas, and global trends, with a system that is integrated directly into the broker's existing client support chat.
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RESULTS

The project transformed the broker's platform from primarily a trading interface into a broader investment environment combining research, risk analytics, security discovery and portfolio management.

7%

Immediate increase in revenue post-launch

15–20%

Projected revenue growth YoY

1

New business segment unlocked

