accenture

Keeping me invested

Get to know your clients better

Wealth Management Consumer Study

Why did I choose my financial advisor?

It is based on:

- 44% — What investment offerings you have
- 42% — What your tech offerings are
- 36% — Your brand
- 29% — Whether you were provided by my workplace
- 28% — Any referral I received

What makes me decide to entrust more of my assets?

- 53% — A broad range of greater and more diversified product and services
- 34% — An experience curated just for me
- 32% — End-to-end digital platforms
- 32% — An intuitive approach to products and services
- 30% — Interactions that are hybrid and always on

But I might switch to a new advisor…

If I'm a baby boomer (44%), gen X (47%) or gen Z (54%) I'm looking for a wider range or better investment product offerings.

- 44% Baby boomer
- 47% Gen-X
- 54% Gen-Z

As a millennial (58%) or mass affluent investor* (55%) better technology will sway me.

- 58% Millennial

Being a high net worth customer (56%), with $1M-$10M to invest, I want a wider range and better product offerings, as well as improved technology.

- 56% High net worth customer

With more than $10m to invest (55%), I'm looking for a wider range or better investment product offerings.

- 55% With more than $10m to invest

- 55% Mass affluent investor

*Combined household wealth of $250K to <$1m

How do you keep me as a client?

- 43% — Improve your technology
- 42% — Increase my knowledge with educational materials
- 42% — Offer me a greater range of products and services—for a discount
- 39% — Get in touch with me proactively
- 28% — Hold more regular meetings

Keeping me invested involves tailoring your products, services and experience to my needs.

Discover how Accenture can help you transform your advice, products and technology offerings.

Statistics in this document are based on Accenture's 2021 North America Consumer Study. In this study, 1,000 wealth management consumers were interviewed across race, gender, wealth, education, location, profession, and age to understand what investors expect from their wealth managers regarding financial advice, products, and planning. All currently work with a financial advisor ranging from an asset manager, bank, RIA or a robo advisor.

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