



# 3 Questions with Kendra Thompson on Hybrid Advice

[Video/Podcast Transcript](#)

Kendra Thompson  
Managing Director,  
Wealth Management  
Accenture

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Hi! I'm Kendra Thompson and I lead Accenture's Global Wealth Management practice. Today, we're going to talk about wealth in the digital age, which is our primary research on what investors, and the advisors that serve them, are seeing on the front lines of wealth management. I'm going to spend some time answering a few of your questions and dig in a little deeper into the 'so what' of the findings that we have found.

### **Is the shift to hybrid models a passing trend?**

We see hybrid as the future. It's important to note that when we use that word, we don't just mean robots versus humans, or discretionary versus non-discretionary, or active versus passive. We mean it all. The ability to componentize the value proposition and deliver it in flexible ways at the right price point for a profit is the future of wealth management. Hybrid is not a passing trend. It's not even a trend at all. It's the beginning of the next wave of advice.

### **How can wealth management firms stay competitive?**

The ability to compete is going to be anchored in understanding what tomorrow's investor will value, what they'll pay for and how your organization can deliver that at scale. Too much of the time, we're justifying today's value propositions and thinking about how we can tweak them just a little, evolve them just enough. We believe what its going to take to be competitive is going to be a massive transformation towards a much more flexible, much more price sensitive and much more human value proposition for advice. That means that we will look to see today's value propositions completely replaced with a mix of human and robo, with a mix of different fee profiles. And we expect that the organizations that are leading today will continue to lead if they figure out how to deliver those value propositions at scale.

### **Why should wealth management firms pay attention to women investors?**

If you've been following this blog, you know I think that it is paramount to get it right with female investors. Women present an underserved portion of investing population and they stand to be holding most of the assets in the near future. If your organization doesn't have women at the top of the list, then you are missing an important opportunity to both grow and retain today's assets. We encourage all of our clients to really get to know what matters to women investors – how they are different and how they are similar to male investors and to come to market with meaningful, tailored opportunities for women to engage with your brand.

### 3 questions with Kendra Thompson on hybrid advice (continued)

Thanks for spending a bit of time today learning about our wealth in the digital age research. I hope you got something out of it and have the chance to read the paper in detail. Stay tuned because we'll be coming forward with more with papers. The next one will be on women and it'll delve deeper into themes that affect that key segment. And as always, please reach out to me if my team can help your team evolve towards the future of advice.