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High performance. Delivered.

Generation D Beyond Trust— Delivering Superior Client Experiences to the Digital Generation

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Why is client experience important to wealth and asset managers now?

Client experience is important to wealth and asset managers now more than ever because individual client expectations are changing.

They expect the advisory firms that they work with to tailor the advice to their unique situations, they don't want the generic advice anymore. They want better access, which means real-time on their terms and completely holistic advice.

The advisor needs are also evolving. Their books of business are so complex that most advisors are saying they're missing opportunities with their clients. They

spend all their time on paperwork and compliance and it strains their capacity so they don't have enough time to focus on new business. Advisors quite simply don't have the tools that they need that are simple to use and available both on their desktop and their mobile devices.

While the management executives are also facing new challenges. They have challenges with retaining their best advisors and insuring

they're all well trained. They continue to invest in points technology solutions without a comprehensive strategy and they're not seeing the results.

What should firms invest in to deliver a superior client experience?

First of all we should note that every firm is different. They all serve different client segments and different geographies through different strategies. And firms also have vastly differing points of departure. So, recommendations will vary greatly by firm.

Having said that, most firms with a client agenda should be investing in predictive analytic solutions, actionable segmentation strategies, digital transformation and social media innovation. Firms focused on the advisor agenda should focus on predictive advisor analytics, the advisor workstation, including in many cases cloud based CRM. We expect all firms are examining innovative advisor learning solutions and taking a hard look at their incentive compensation structures of their sales forces.