

Accenture Financial Services Global Distribution & Marketing Consumer Study: Investment Advice

New technologies and changing consumer behavior are forcing investment advisors to redefine their priorities and rethink their distribution models. We surveyed 33,000 customers across 18 markets and found 6 emerging trends that you can plan for now.

1. Data has become a currency. Consumers are willing to share personal data with their investment advisors, but expect to receive benefits, such as better pricing, in return.

67% would allow investment advice firms access to more personal data

2. Younger customers expect new service models. The highly responsive digital capabilities, offered by leading digital brands, are boosting customer interest in non-traditional investment advice providers.

46% of Gen Y respondents would accept investment advice from an online provider

3. Automated support is accepted provided it delivers tailored information. The potential for improved speed and convenience is cited as the main reason customers will turn to automated support.

78% would accept automated support on asset allocation

4. Personalization is key. Investment advice customers are beginning to demand advice and product information that is directly relevant to their life stage, financial needs and objectives.

73% want investment products and services advice that is directly relevant to them

5. Trust remains high on the agenda. The biggest driver of loyalty for investment advice customers is a high level of trust that advisors will act in their best interest

41% say their loyalty is driven by a high level of trust

6. Multichannel communication must be done well. Customers are increasingly happy with multi-channel business communications.

The most important factor is ensuring these experiences are easy, seamless and effective.

59% are channel agnostic but want simple, seamless communication

It's clear that there are opportunities here. But how do we maximize them?

Investment advisors must redefine their proposition and employ both digital innovations and traditional values to create a personalized and

streamlined customer experience with a focus on building stronger relationships

Download our investment advice report to find out more:
[accenture.com/FSConsumerStudyInvestmentAdvice](https://www.accenture.com/FSConsumerStudyInvestmentAdvice)

On screen: show link to download report xxxx
(please make sure to use the latest PDF cover)