

# POWERING HYBRID ADVICE IN CANADA



## GET SERIOUS ABOUT DIGITAL PLATFORMS

Canadian investors are exploring options other than 'standalone robo'

**40%**

FEEL TRADITIONAL  
ADVISING IS  
NOT ENOUGH

**65%**

ARE USING  
DIGITAL ACCOUNT  
TRANSACTIONS

**70%**

USE AT LEAST  
ONE DIGITAL  
INVESTING TOOL



## PROVIDE FLEXIBILITY

Canadian investors look for the strengths of humans and digital tools

**60%**

STILL WANT HUMANS  
AS SOURCE OF NEW  
INVESTING IDEAS

**70%**

SAY HUMANS GIVE  
BEST CUSTOMIZED  
ADVICE

ONLY **6%**

BELIEVE ROBOS CAN  
PROVIDE LEVELS OF TAILORED  
ADVICE THEY REQUIRE



## BE CONSCIOUS OF EMERGING COMPETITION

Canadian investors are considering non-traditional wealth firms

**31%**

WOULD CONSIDER USING  
NEW TECHNOLOGY  
ENTRANTS FOR INVESTING

**50%**

WOULD CONSIDER USING  
NEW TECHNOLOGY ENTRANTS  
IF THEY PROVIDE BROADER  
PRODUCT OFFERINGS

**52%**

BELIEVE ANYONE WITH THE  
RIGHT TOOLS CAN MATCH  
TRADITIONAL ADVISORS

## NEXT STEP: ACTIVATE HYBRID ADVICE

Evolve your capabilities with digital investments and strategic relationships to support the hybrid model

Download the full report

[www.Accenture.com/HybridAdviceCanada](http://www.Accenture.com/HybridAdviceCanada)

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