



THE CLIENT'S VIEW

With thanks to our Partners:

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LIMITED





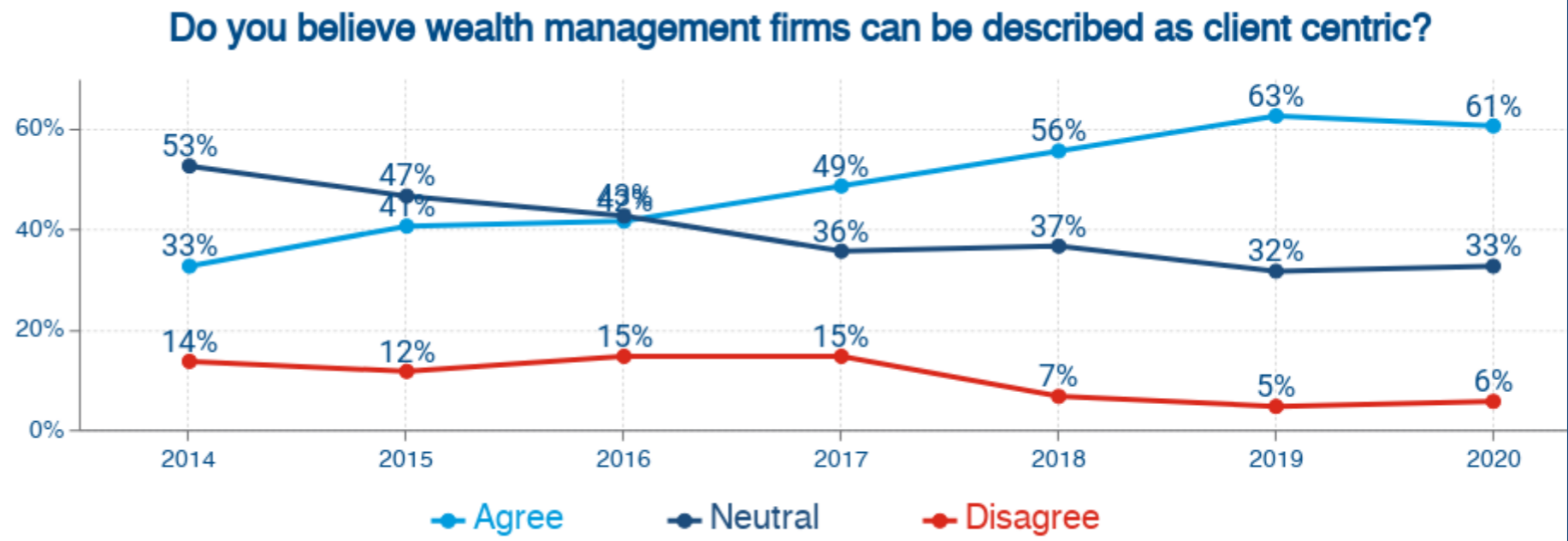
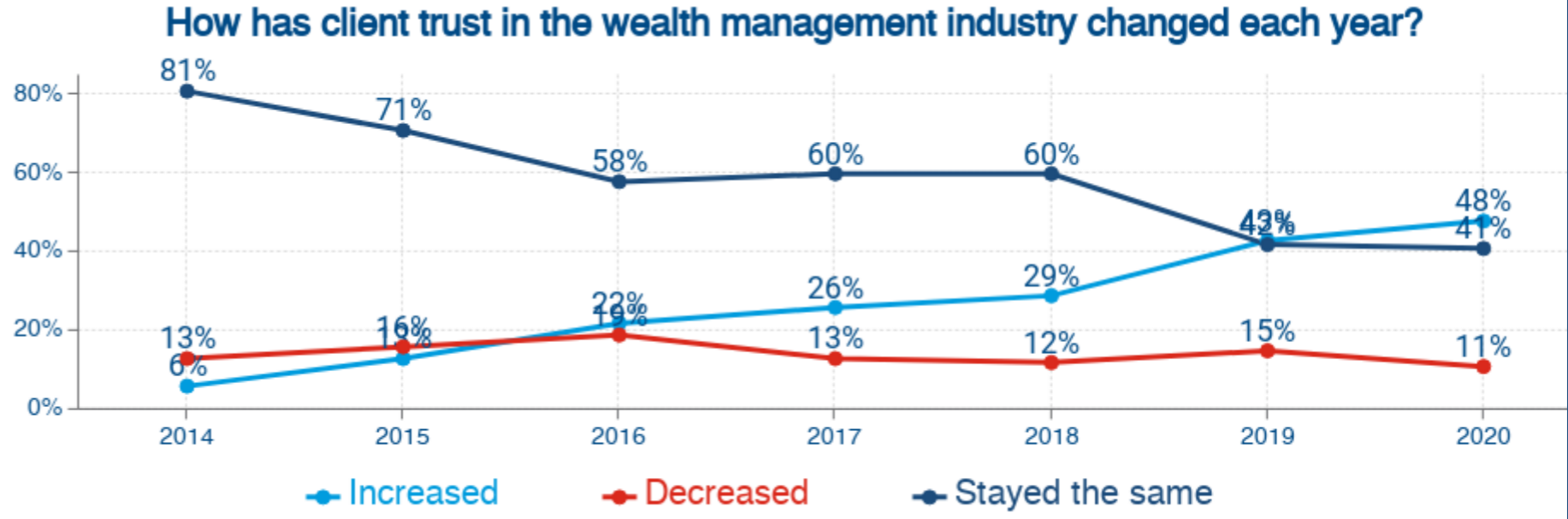
THE CLIENT'S VIEW 2021

HOW CLIENT EXPECTATIONS HAVE EVOLVED?

Tom Thwaites
Senior Analyst
Compeer



ATTITUDES TOWARDS THE INDUSTRY





WHAT DO CLIENTS THINK OF THEIR WEALTH PROVIDER?

Over the last three years:

- Scores for Accessibility of your main point of contact fell the most
- While ratings for Marketing material increased the most

Please score your main provider for each of the measures below

Excellent



- Overall reputation of the firm
- Accessibility of your main point of contact
- Politeness of employees
- Quality of investment reports
- Investment research capabilities
- Quality of service
- Responsiveness of employees
- Depth of service
- Marketing material

Poor



WHICH AREAS OF SERVICE DO CLIENTS WANT TO SEE IMPROVED THE MOST?



CLIENT REPORTING



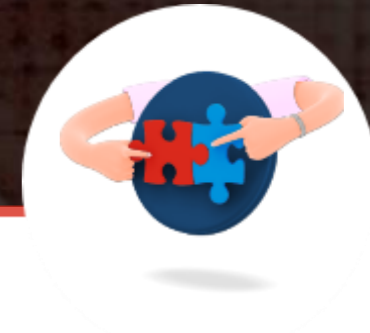
FORMAL CLIENT SURVEYS



STABILITY OF STAFF



MOBILE APPLICATIONS



CLIENT ONBOARDING

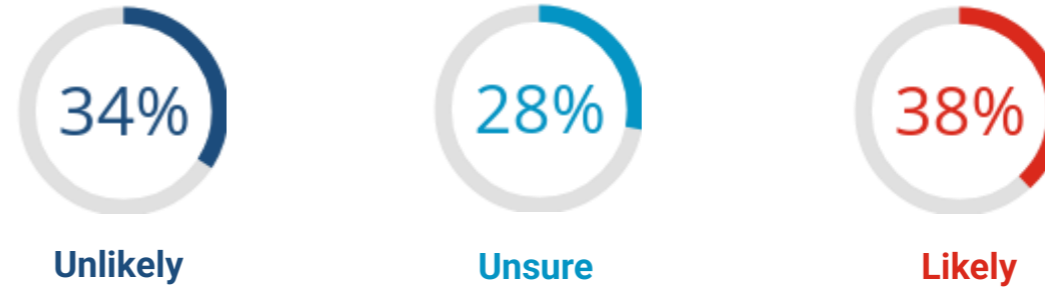


HOW HAS VALUE FOR MONEY CHANGED?

On average, over the last 7 years:

- 50% of clients feel value for money they receive has improved each year
- 42% feel value for money has remained the same, while 8% think it has decreased.

How likely are clients to change your wealth manager/adviser within the next 12 months?



What are the key reasons why clients switch provider?

	All Investors	Under 40	£1m +
Recommendation from a friend	14%	15%	14%
Not getting value for money	13%	13%	12%
High fees	12%	11%	11%
Poor investment performance	12%	11%	14%
Reputation of the firm	12%	11%	11%
Lack of available services	10%	12%	10%
You moved area	9%	9%	10%
Your advisor left the firm	9%	8%	8%
Staff were impolite or unresponsive	9%	10%	10%

HOW HAVE CLIENT EXPECTATIONS EVOLVED?

We asked clients what are their key criteria when selecting a wealth manager:

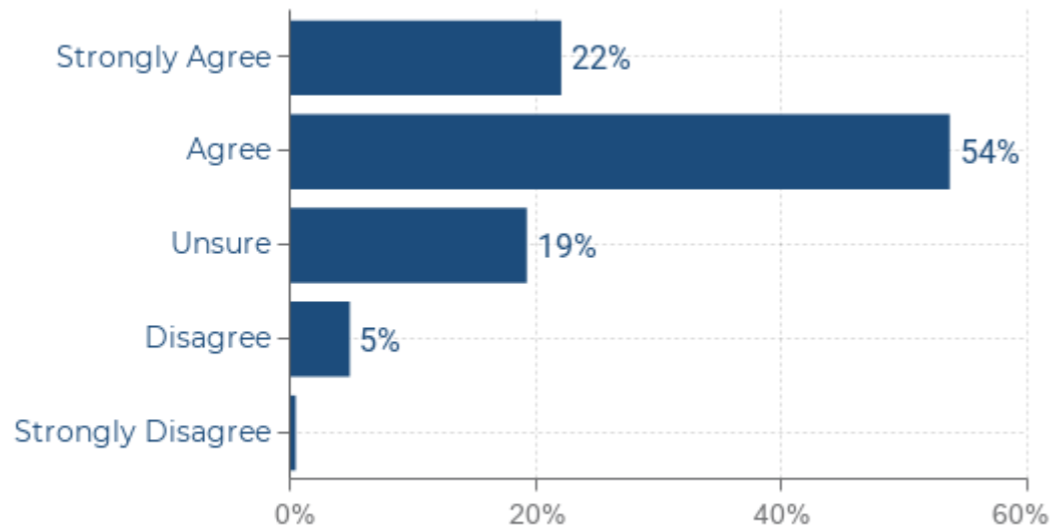
	Now	2014	Change
Investment performance	19%	26%	-7%
A high level of bespoke/individualised service	13%	10%	3%
The level of fees for the services	12%	17%	-5%
Brand/reputation of the firm	12%	23%	-11%
The range of the products and services offered by the firm	10%	10%	0%
Potential or actual relationship with the wealth management firm	10%	5%	5%
The quality of client reporting	9%	2%	7%
Technology available	9%	5%	4%
Geographic coverage	5%	2%	3%



WHAT HAS BEEN THE IMPACT OF COVID-19?

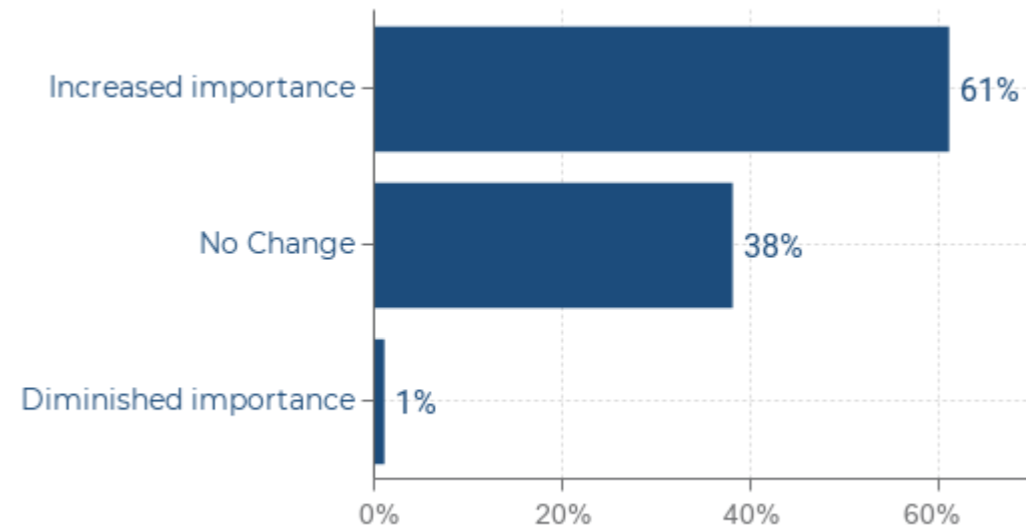
Satisfaction remains high

Have wealth managers remained on track with their client's personal goals and targets throughout the pandemic?



Focus on digital intensifies

How has the pandemic impacted client's perspective on digital services?





KEAN WILLIAMS

Executive Director- Global Head of
Operations

CONTEMI

Trusted Technology Partner to Financial Services



DO YOUR
CUSTOMERS HAVE
POSITIVE DIGITAL
EXPERIENCE?

CONTEMI

YOUR CUSTOMERS



Baby
Boomers



Gen X

\$30 trillion owners



Millennials



Gen Z

YOUR CUSTOMERS' EXPECTATIONS

Baby Boomers



Gen X



Millennials



Gen Z



Transparency

49% of investors say acting in their best interest is the most effective way for advisors to build relationship with them.

Personalisation

58% of investors want personalized financial planning

Speed of Service

40% of investors say digital is a great priority

Ease of Use

80% of investors say their preferred channel will be mobile apps

REALITY - DIGITAL MATTERS (RANKS IN THE TOP 3)

BUT INVESTORS ARE NOT SATISFIED WITH THEIR DIGITAL EXPERIENCES

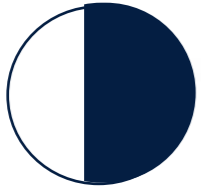
41% feel their wealth manager falls short in understanding their preferences

1 in 4 clients considering switching providers as a result of their digital service

Only 37% give their wealth managers top scores on digital client experience

Why investors are dissatisfied	% all
Cannot see all my investments in one place	44%
Primary provider does not cooperate with others	25%
Mobile app not offered or not easy to use	25%
Website access not offered or not easy to use	24%
Tablet app lacks functionality	24%
Website lacks functionality	20%
Tablet app not offered or not easy to use	20%
Mobile app lacks functionality	18%
Provider does not offer web conferencing	15%

POSITIVE DIGITAL EXPERIENCE EXPECTATIONS



Prospecting

Interactive Communication

Personalised messaging



Client Onboarding

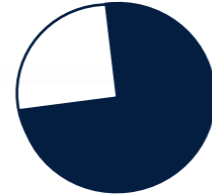
Anytime, Anywhere Onboarding in Minutes

E-Signatures

Digital Documents

Biometric Verification

User friendly interface



Client Advisory

Customized products and investment services

24/7 access to information and investment services

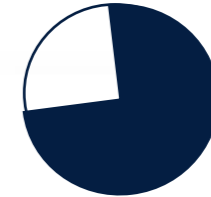
Integrated omnichannel experience (digital, personal, office, etc.)



Trade Execution

Low cost online Trading

Automated trading and rebalancing



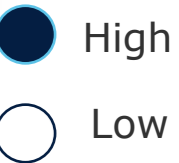
Reporting

Automated real-time reporting

Ease of customization

Consolidated view of investments

Performance Tracking against goals



WHAT THIS MEANS FOR ADVISORS



Baby Boomers



Gen X



Millennials



Gen Z

Implementing A Multi-Generational Digital Strategy for Holistic Advice

1. Build your business as an ecosystem
2. Move from product to client-centric
3. Create frictionless client experiences
4. Get your data in order through cloud
5. Manage more with less with digital

Shift towards holistic advice is paying off

Top 12 areas where firms are getting a high ROI



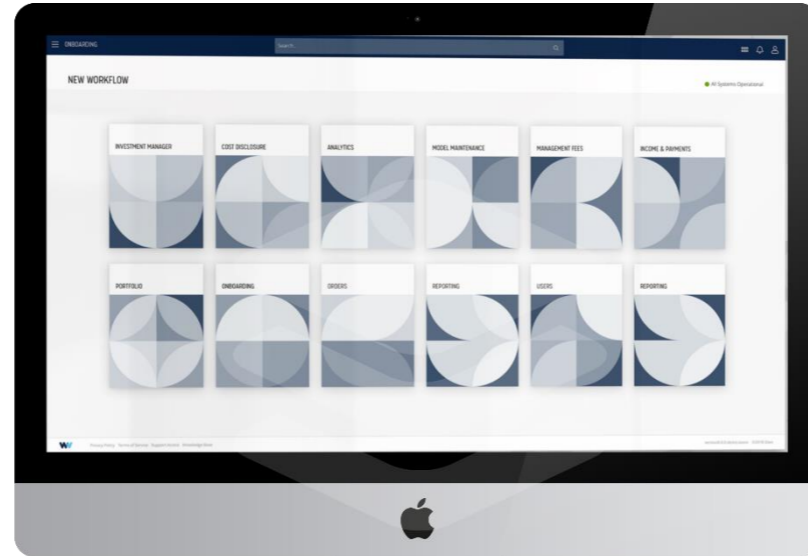
HOW CONTEMI CAN HELP

Onboarding & CLM

Client Portal/App

Analytics & Reporting

RM/IM Portal



Portfolio Management

Trade, Fees & Reconciliation

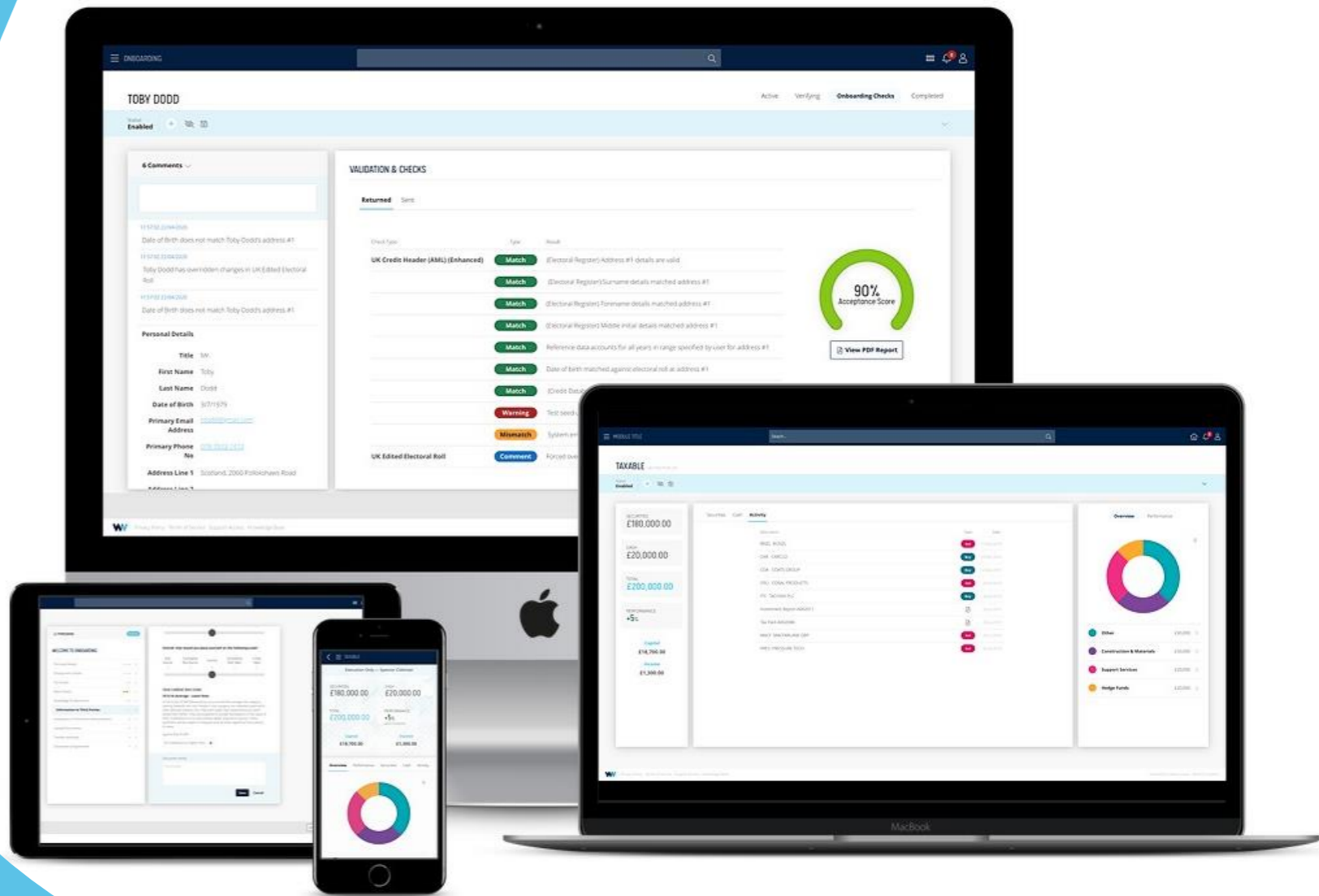
Post Trade & Corporate Actions

Banking & Cash



CONTEMI

QUESTIONS?



ONBOARDING

TOBY DODD Active Verifying Onboarding Checks Completed

6 Comments

- 11/11/2020 Date of birth does not match Toby Dodd's address #1
- 11/11/2020 Toby Dodd has overridden changes in UK Edited Electoral Roll
- 11/11/2020 Date of birth does not match Toby Dodd's address #1

Personal Details
Title: Mr
First Name: Toby
Last Name: Dodd
Date of Birth: 07/11/1979
Primary Email Address: [redacted]
Primary Phone No: [redacted]
Address Line 1: Scotland, 2000 Fifechaven Road

VALIDATION & CHECKS

Returned: None

Check Type	Type	Result
UK Credit Header (ABM) (Enhanced)	Match	Electoral Register Address #1 details are valid
	Match	Electoral Register Surname details matched address #1
	Match	Electoral Register Forename details matched address #1
	Match	Electoral Register Middle Initial details matched address #1
	Match	Reference data accounts for all years in range specified by user for address #1
	Match	Date of birth matched against electoral roll at address #1
	Warning	UK Edited Electoral Roll
	Mismatch	System error
	Comment	Forced over



View PDF Report

TAXABLE

ACCUMULATED: £180,000.00
TOTAL: £200,000.00
TOTAL: £200,000.00
INVESTMENTS: +5%
TOTAL: £18,760.00
TOTAL: £1,240.00

Source	Code	Notes	Val	Asset
WELLS FARGO				
WELLS FARGO				
WELLS FARGO				
WELLS FARGO				
WELLS FARGO				
WELLS FARGO				
WELLS FARGO				
WELLS FARGO				
WELLS FARGO				
WELLS FARGO				





Thank You!

Kean Williams

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CONTEMI

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Follow us for latest updates!





PANEL SESSION

Sasha Dabliz

Waverton Investment Management



Paul Fletcher

Coutts



William Ferrand

REFINITIV





FUTURE EVENTS

Parkwell Recruitment: 9th December

Building diversity in the wealth industry

Compeer Compliance'22: 3rd March

The future of UK regulation

Compeer WealthTech'22: 28th April

Using technology to drive FO efficiency

