

FUTURE CLIENT: Considering longer term economic value differently

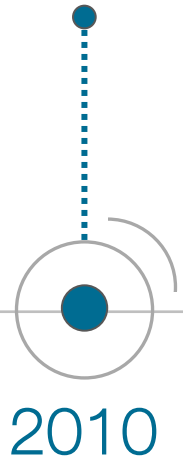
MEETING OF MINDS – LONDON

17TH November 2016

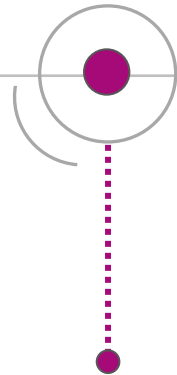
The journey of wealth – where are we going?

Targeting the Entrepreneur:

Just who is this business owner and what do they want?



2012

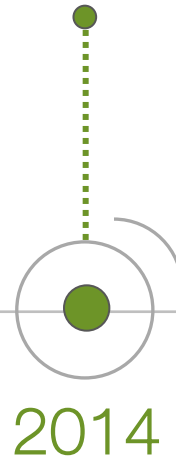


Wealth Management is Modernising:

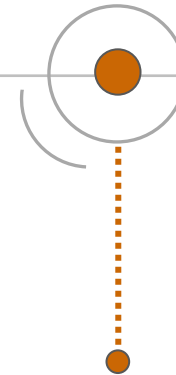
Consolidation, segmentation and real-time wealth management

The Digital @evolution is changing the orientation of relationship:

Automated advice vs. Traditional advice

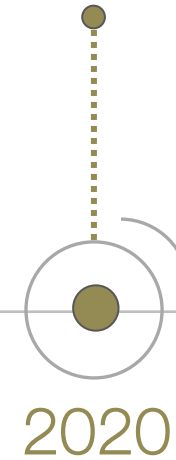


2016



The Client of the Future
Who are they, how do they behave and what is their value?

THE GOLD STANDARD OF WEALTH MANAGEMENT



How can I begin anything new
with all of yesterday in me?
(L. Cohen)

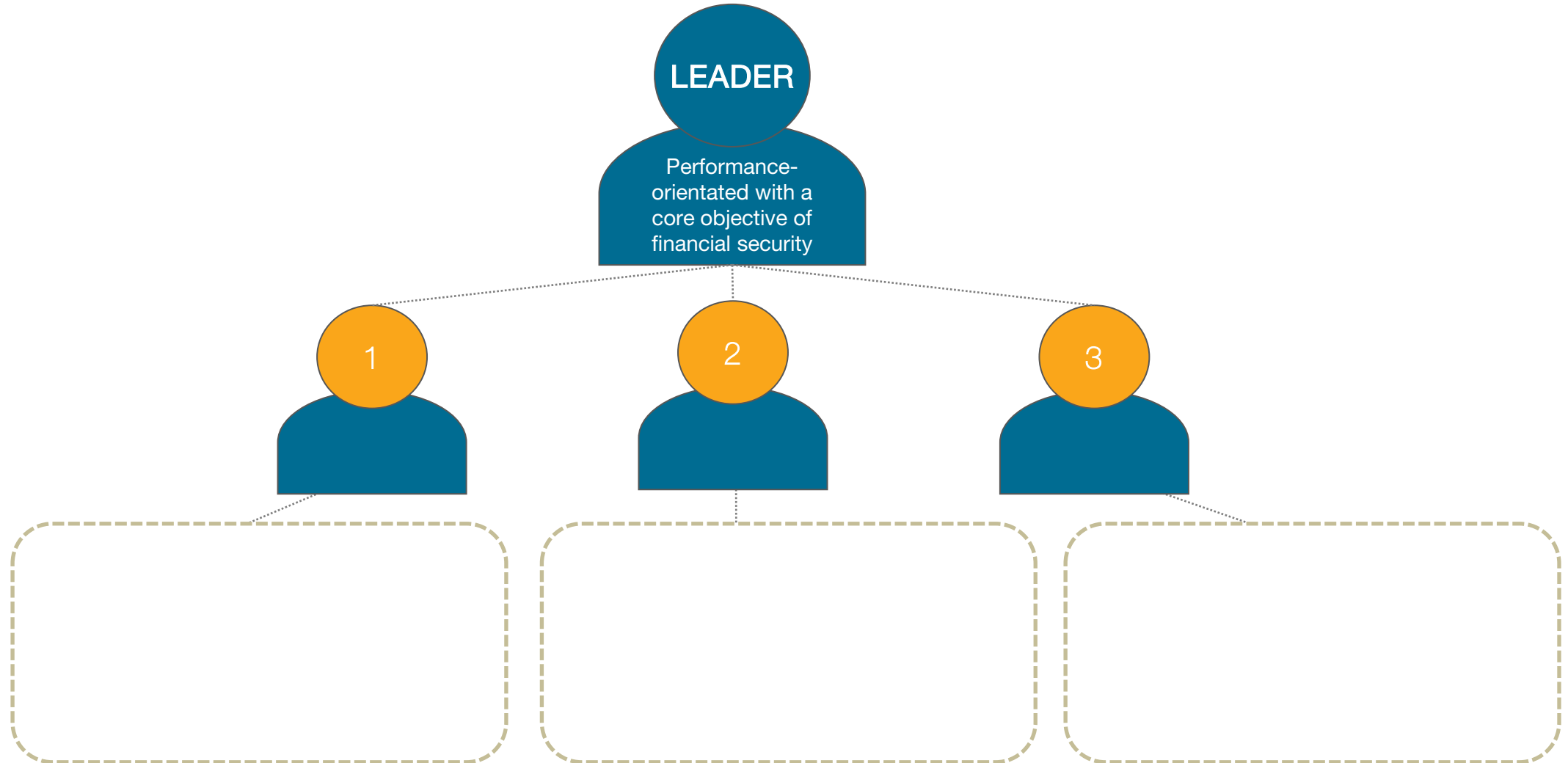
Client profiling is evolving faster than many C-suites realise



Note: Banks with highlighting are considered more active in the context of their active marketing campaigns

A man who views the world the same at 50
as he did at 20 has wasted 30 years of his life
(M. Ali)

Focusing on personalities that could lead to longer term value is the WM goal



Profile: Fast Track LEADERS seek out a transformational engagement over time

WHO ARE THEY?



- Corporate high-fliers
- Strong desire for financial security “play it safe”

WHAT DO THEY LIKE?



- Pre-boarding – brand and reputation
- On-boarding – meeting their individual needs

WHAT DO THEY USE?



- Banking – sizeable cash reserves
- Specialist solutions – avoid complex investments

HOW DO THEY CONNECT TO WEALTH?



- Minimum amount of time on financial matters
- Prefer a single point of contact

WHAT MAKES THEM TICK WITH MONEY?



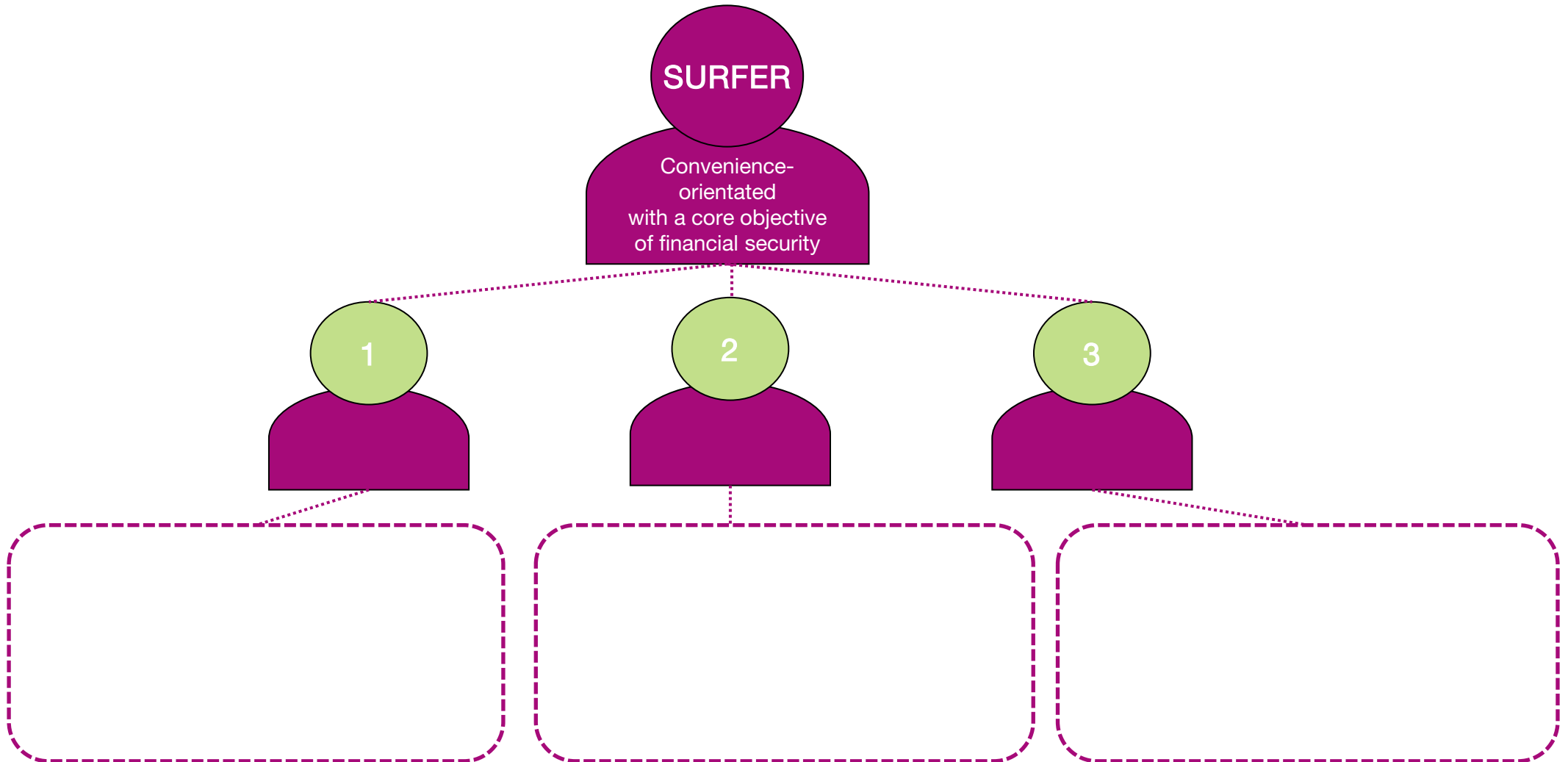
- Family (and children) at the forefront of hopes
- Optimistic and hold money rather than spend it

WHO ARE THEIR KEEPERS?



- Competitors – loyal to firm if performance is solid
- Marketing preference – tailored communications

The core personality of WM has opportunity but raises certain longevity factors



Head to head: catering to the Fast Track LEADER versus the SURFER

WHO ARE THEY?



- INCOME VERSUS CAPITAL

WHAT DO THEY LIKE?



- CONTACT VERSUS RECOGNITION

WHAT DO THEY USE?



- CONTROL VERSUS DELEGATION

HOW DO THEY CONNECT TO WEALTH?



- ENABLEMENT VERSUS ENGAGEMENT

WHAT MAKES THEM TICK WITH MONEY?



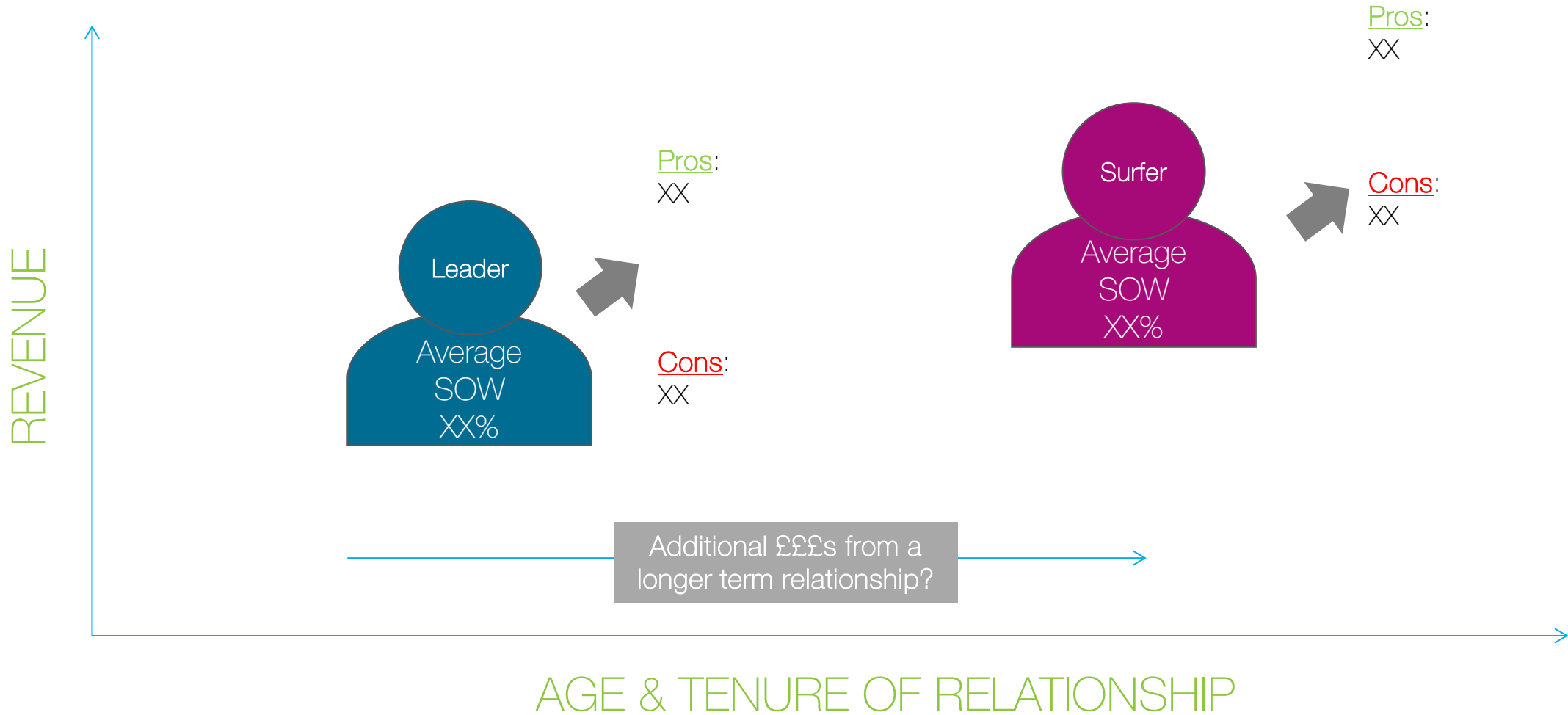
- GOALS VERSUS GAINS

WHO ARE THEIR KEEPERS?

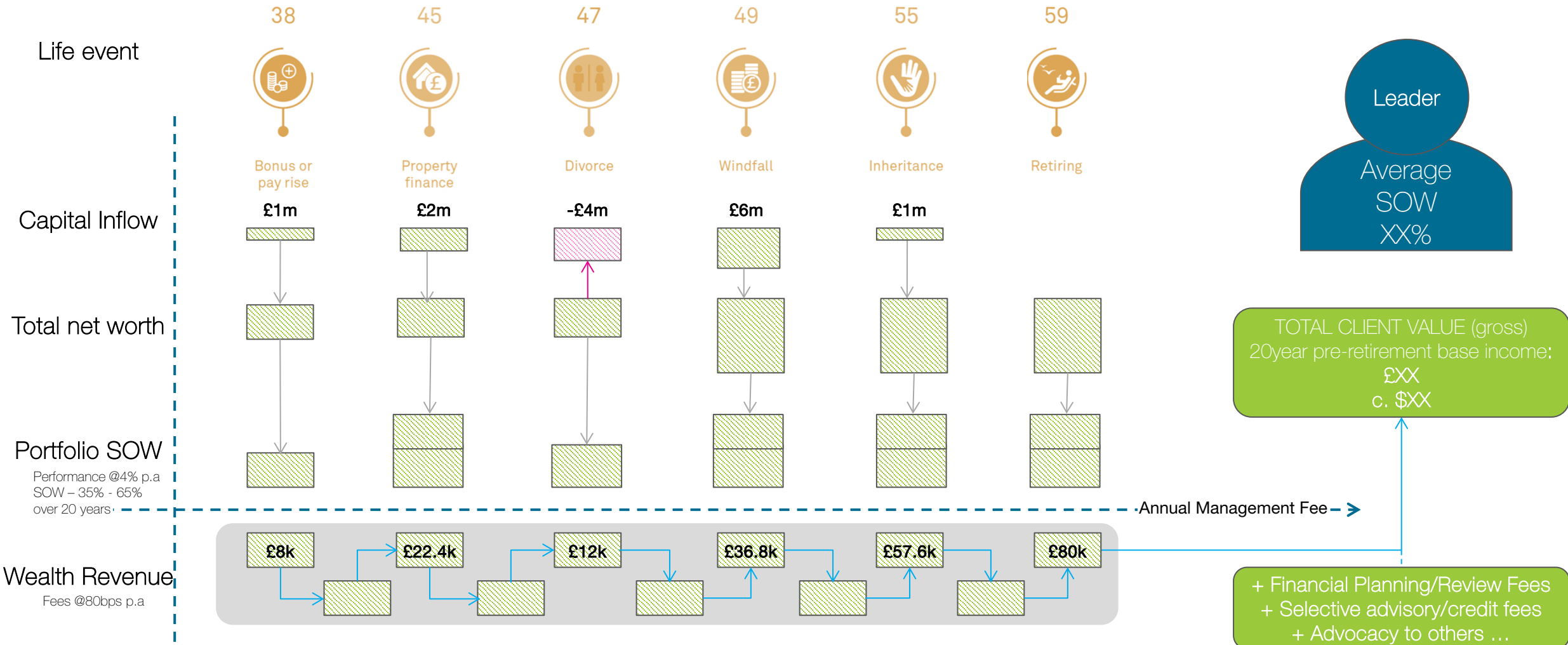


- LOCAL VERSUS GLOBAL

The issue is about considering the long-term commercial value

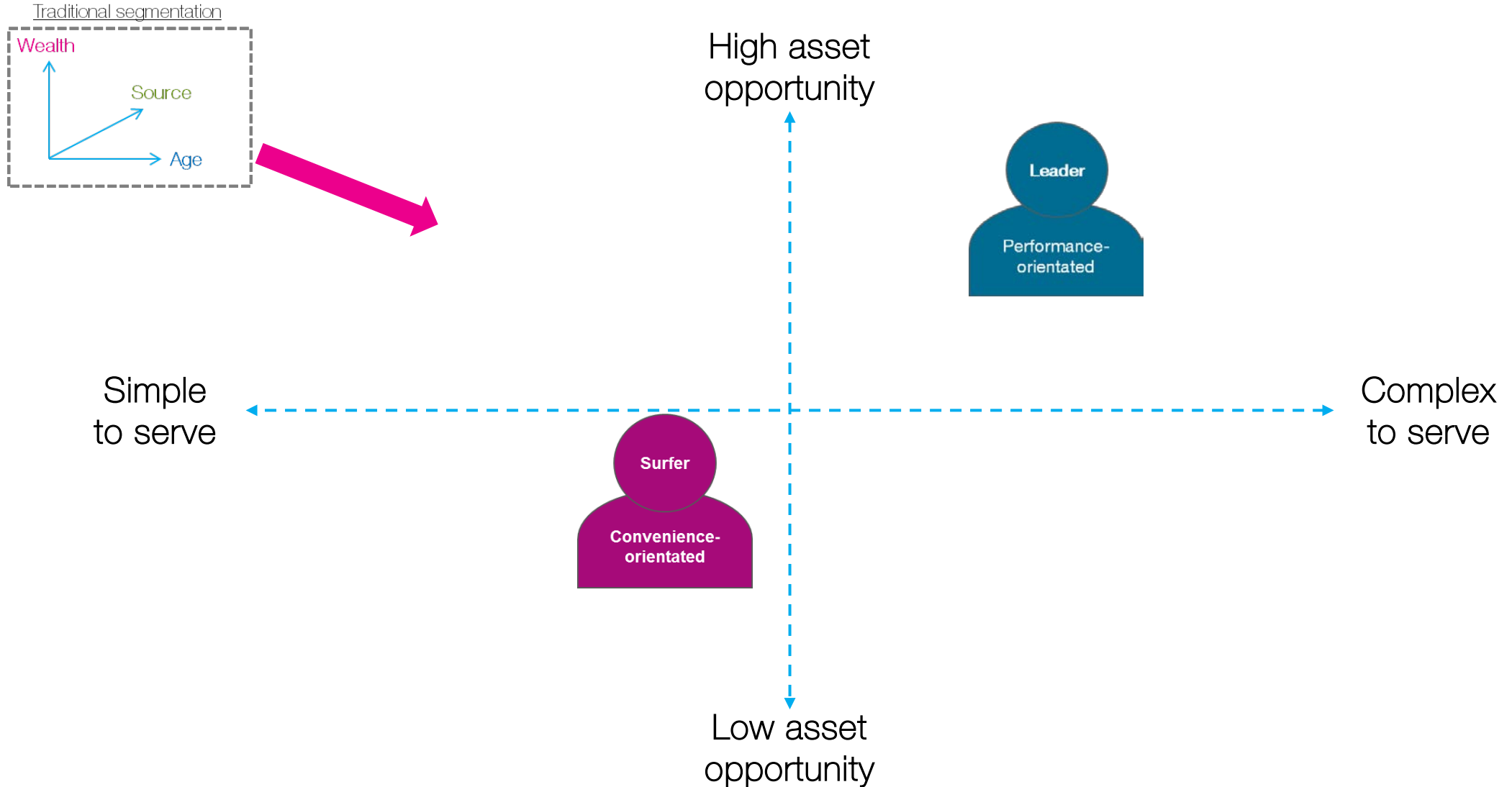


The Million-dollar account before retirement



Source: Scorpio Partnership, Pershing – Digital Horizons report 2015

Building a business through a behavioural lens is the next dimension of WM



You can neither win nor lose
if you don't run the race
(D. Bowie)

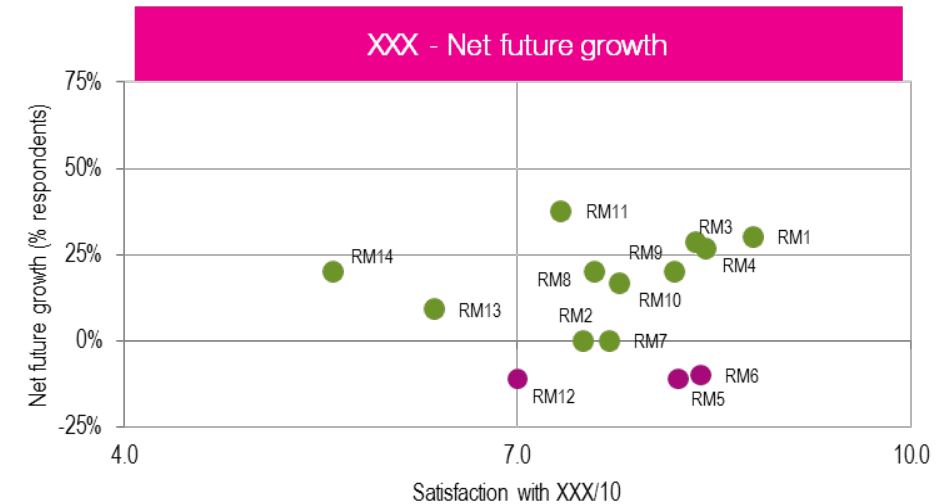
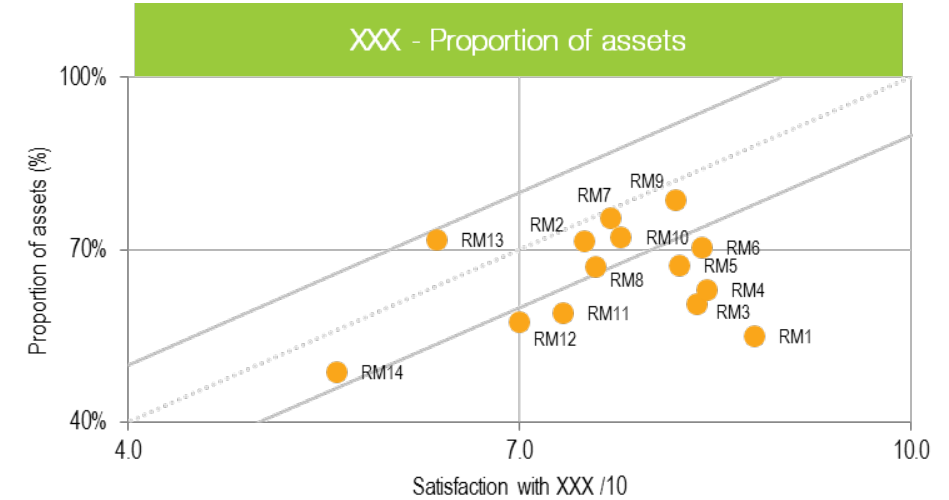
What this boils down to is detail ...

OVERALL SATISFACTION <small>(out of 10)</small>			RM SATISFACTION <small>(out of 10)</small>			TEAM SATISFACTION <small>(out of 10)</small>			CLIENT JOURNEY SCORE <small>(0 to 100%)</small>		
7.4			8.1			6.4			73%		
UK	CH	EU	UK	CH	EU	UK	CH	EU	UK	CH	EU
7.3	7.5	7.2	7.8	8.3	7.7	7.2	8.1	7.2	72%	76%	71%

BRAND VALUE SCORE <small>(0 to 100%)</small>			CLIENT OUTCOMES <small>(0 to 100%)</small>			PRODUCT SATISFACTION <small>(out of 10)</small>			NET PROMOTER SCORE <small>(-100% TO 100%)</small>		
71.6%			89.8%			7.2			-6%		
UK	CH	EU	UK	CH	EU	UK	CH	EU	UK	CH	EU
70.1%	81.2%	63.5%	94%	85%	82%	7.2	7.3	7.1	-1%	-2%	-14%

PRODUCTS PER CLIENT <small>(avr.no. products used)</small>			PROPORTION OF ASSETS <small>(0 to 100%)</small>			ADDITIONAL BANKS <small>(out of 10)</small>			TRUST MARGIN <small>(0 to 100%)</small>		
1.8			46%			2.6			73%		
UK	CH	EU	UK	CH	EU	UK	CH	EU	UK	CH	EU
2.5	2.1	3.5	53%	55%	55%	1.5	2.3	1.0	72%	76%	71%

DUMMY DATA

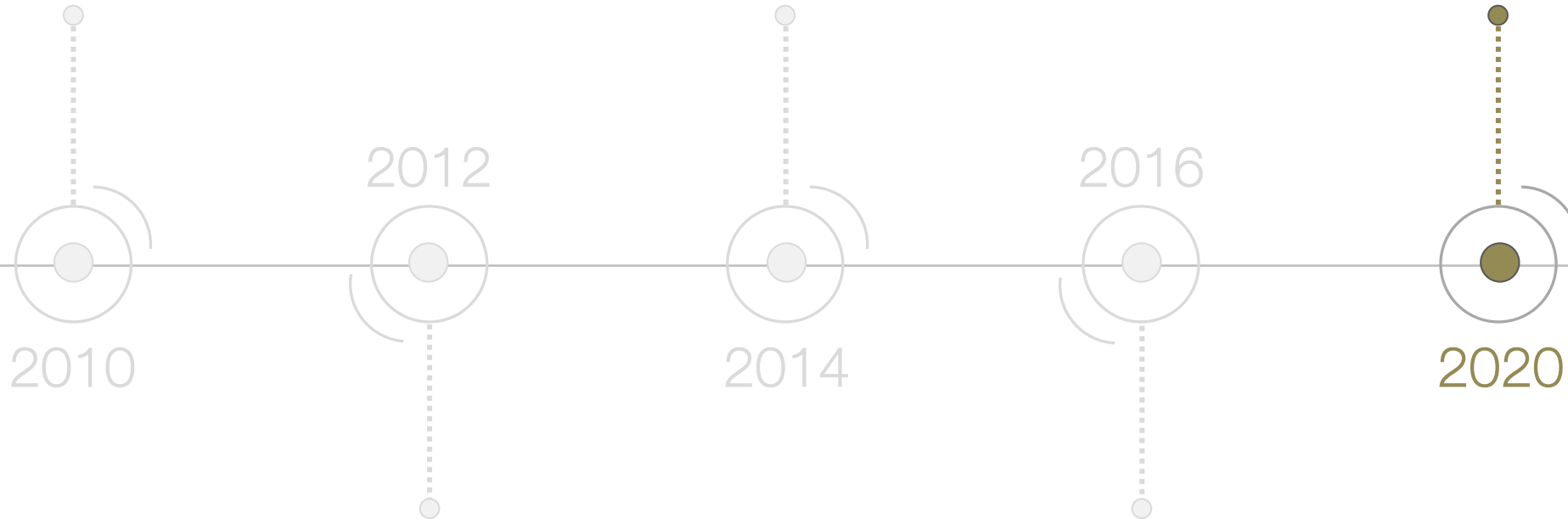


All of this is an appetiser for a new way of doing business in wealth management

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orientation of relationship:
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THE GOLD STANDARD OF
WEALTH MANAGEMENT



Wealth Management is Modernising:
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time wealth management

THE CLIENT OF THE FUTURE
Who are they, what do they want
and how do they behave?

Thank you for listening ...



THE END (OF THE PRESENTATION)