

# Key insights

EY 2019 Global Wealth  
Management Research Report



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EY 2019 Global  
Wealth Management  
Research Report



### **How do you build value when clients want more than wealth?**

What clients want and at what price is increasingly diverse, presenting both challenges and opportunities in a quickly evolving industry.

To help providers understand how best to deliver value, we surveyed 2,000 wealth management clients across 26 countries to understand what matters most to them.

This resource offers a glimpse into our findings. We invite you to learn more at [ey.com/wealth2019](https://ey.com/wealth2019).



# 1

## Rising demand, lower loyalty

One-third of clients plan to switch wealth management providers over the next three years.

To stem client attrition and capitalize on this movement, wealth management providers need to understand the who, why and where of client switching.



# When wealth management clients want to switch, will you be their first choice?

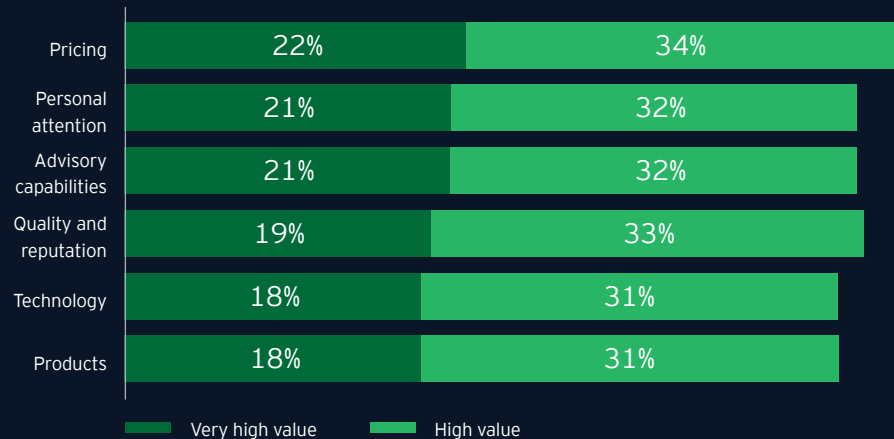
Plans to switch increase with wealth but decrease with age and level of investment knowledge. Switching is most prevalent during major life transitions.

# 39%

of ultra-high net worth clients plan to switch providers in the next three years.

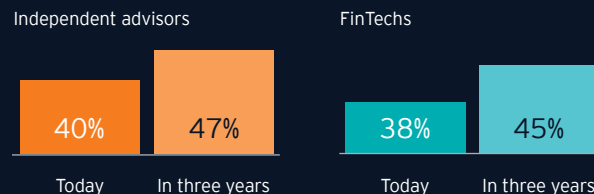
Clients switch for value, but their definition of value is complex and multidimensional.

Dimensions of the wealth management relationship ranked by level of value



Independent advisors and FinTech solutions are expected to see the greatest growth.

Current use versus expected future use



Read the full story  
at [ey.com/wm/clientswitching](https://ey.com/wm/clientswitching)

# 2

## Delivering high-value solutions

A successful wealth management offering is more than a shop window for products and services.

The future of wealth management will focus on outcome-based solutions that provide easier, faster and more personalized ways of matching products and services with real-time client demands.



# How to deliver high-value solutions through evolved products and services

Many clients want advice and planning but are holding back.

53%

of clients are considering the use of advisory or planning services.

Though most clients are increasingly less product focused, some segments continue to see high value.

3x

The wealthiest clients and those with high investment knowledge are three times more likely to switch for products.

Providers must balance offering individual products and services with simple, personalized solutions that meet client needs.

5

The amount of different types of providers the average client maintains to find missing value.

Read the full story at  
[ey.com/wm/solutions](https://ey.com/wm/solutions)



# 3

## The future is voice

Traditional client engagement channels are being consigned to the past as digital tools take us into the future.

Client preferences are rapidly changing toward digital and voice-enabled assistants – not just for basic, transactional activities, but to manage wealth and receive financial advice.

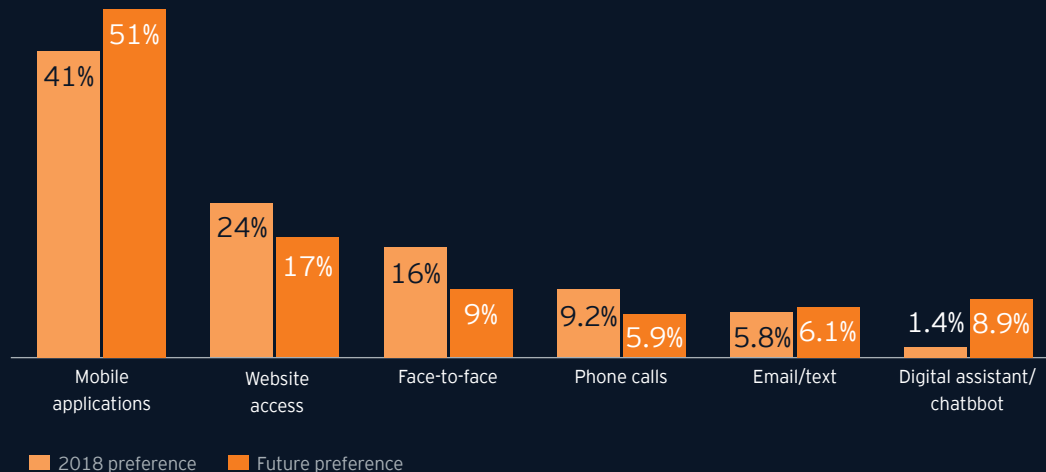




# The digital evolution of financial advice: from screens to voice

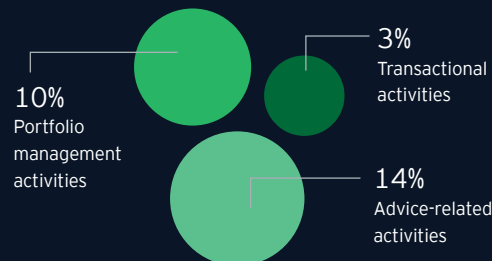
As clients embrace new channels, first-generation digital channels are getting pushed to the side.

Clients who prefer to use each method as their primary channel now and in three years



Digital and voice-enabled assistants represent the next digital wave – clients prefer them more for financial advice than transactions.

Preferred future use of digital assistant/chatbot



Despite their propensity for all things digital, clients do not want to lose the human touch.

# 25%

of clients currently prefer face-to-face interactions or phone calls as their primary method of engagement.

Read the full story at  
[ey.com/wm/digital](https://www.ey.com/wm/digital)

# 4

## A move to new pricing models

Many clients do not trust they are charged fairly. Firms have work to do to prove that their services are worth the fees they charge. The answer is not simply lowering fees, but rather a combination of increasing transparency and predictability, as well as improving how the value of their offerings and services is communicated to clients.



# How to align pricing with value through transparency and predictability

Wealth managers are ineffective at communicating value to clients.

# 45%

of clients do not feel their wealth manager or advisor charges them fairly.

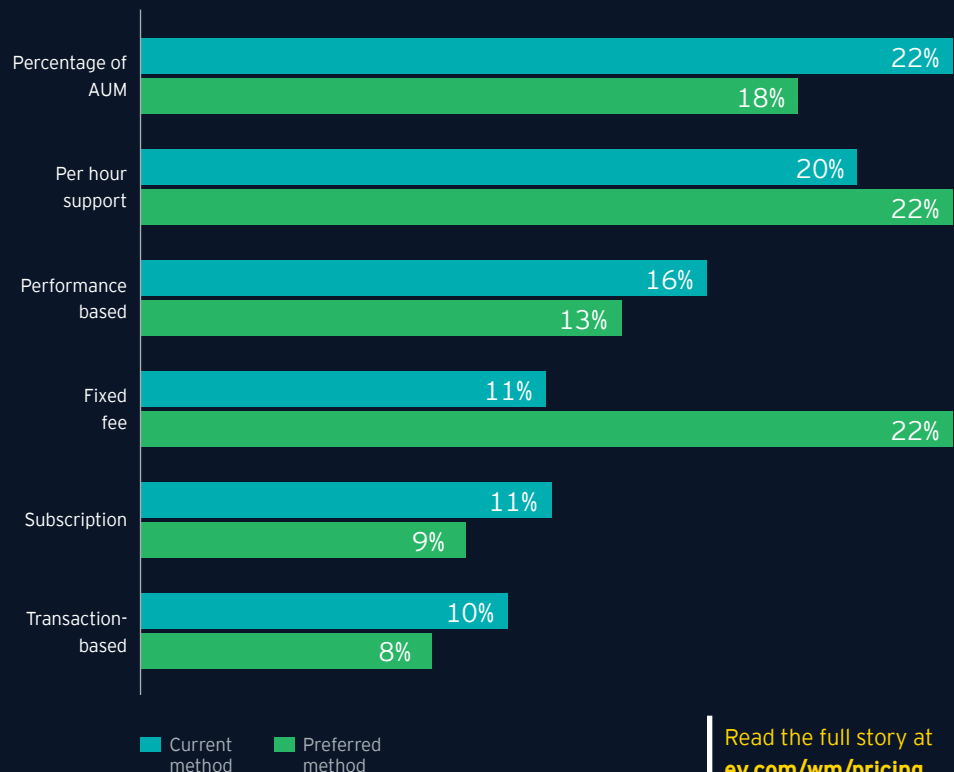
Clients are dissatisfied with how they pay and prefer simplified price structures.



of ultra-high net worth clients want to change how they pay.

Clients struggle to understand how much they pay and are concerned about hidden costs.

Current and preferred payment structures among clients



Read the full story at  
[ey.com/wm/pricing](https://ey.com/wm/pricing)

## About EY

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## About EY Wealth & Asset Management

In our wealth and asset management work today, not everything is innovation; a lot of it is evolution. And it's important to know the difference. FinTech disruptors continue to shift the rules, newer investors aren't flocking to older channels and cost pressure is relentless. From data and AI, to tech platforms and partners, the questions have never been bigger, and the stakes have never been higher. We help clients re-think everything from pricing and operating models to competition and convergence.

We bring critical questions into focus, which lead to bolder strategies, simplified operations and sustainable growth. Our sharp understanding of the state of play allows us to shift discussion from reacting to change, to helping shape it. Ultimately, we work with clients not just to stay competitive, but to change investing for the better.

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[ey.com/wealtham](https://ey.com/wealtham)

## Learn more

Visit [ey.com/wealth2019](https://ey.com/wealth2019) to find out how wealth managers can deliver greater value based on their clients' evolving financial preferences and needs.

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