

How to identify your Digital Advice partner

(and why it can greatly increase
the value of your business)

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Don't think Robo – think Digital

- You will begin to think less negatively
- Don't miss the opportunity to become a digital business
- This does not have to be a black & white choice



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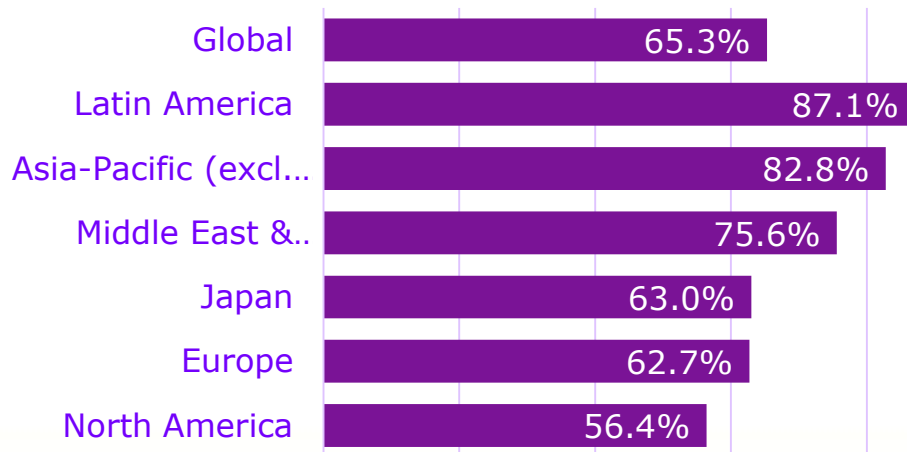
Without digital experience your clients will leave you

What percentage of your customers:

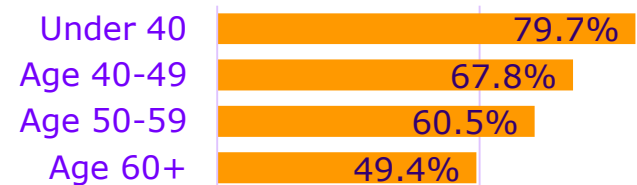
- Don't have a smart phone?
- Don't have a tablet?

Without digital experience your clients will leave you

HNWI by region



HNWI by age



HNWI by wealth band

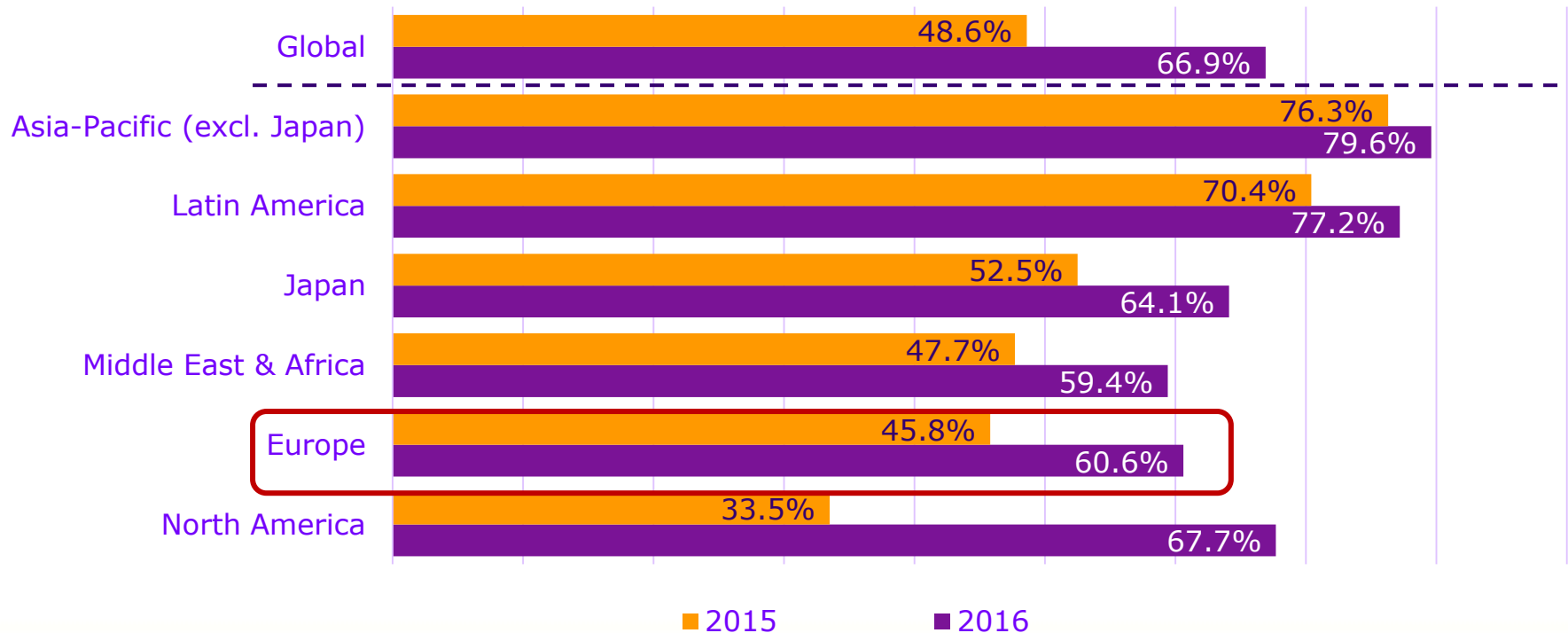


Source: RBC/CapGemini World Wealth Report 2014

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HNWI propensity to use automated advisory services

Q: Would you ever consider having a portion of your wealth managed by an automated advisory service?

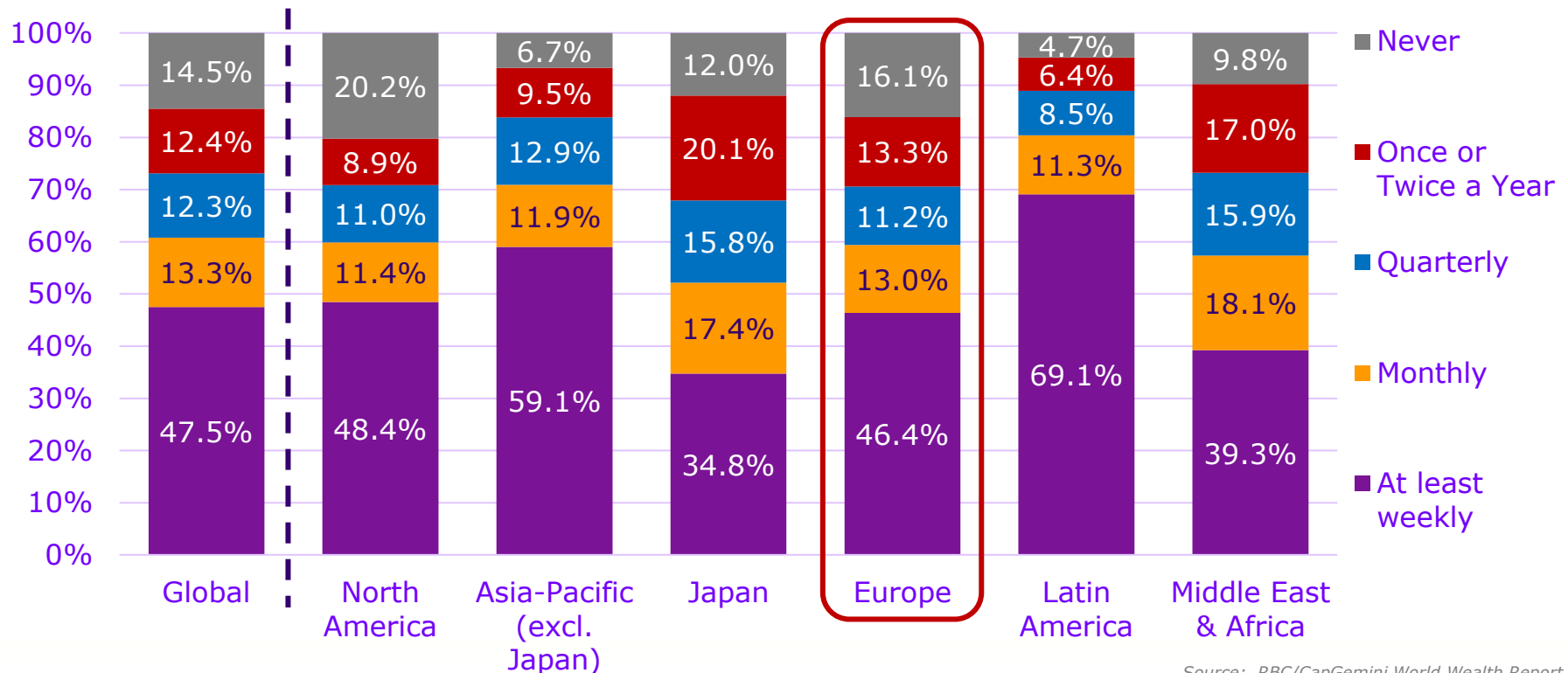


Source: RBC/CapGemini World Wealth Report 2014

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Frequency of usage of P2P advice forums (Q1 2016)

Q: How often do you currently use digitally accessed peer-to-peer advice forums for your wealth management advice needs?



Source: RBC/CapGemini World Wealth Report 2014

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Key questions to ask yourself

Should you force advice on those who do not want it or are not willing to pay more for it?

Do you want to offer Full Self Service, Supported Service or both?

What will your process be for selecting Digital Advice tools?

- Who are your target audiences for Digital Advice tools?
- Is it a sub set of your existing customer base or a new audience?
- What services will you be offering digital customers?
- How will your Digital Proposition compare with your traditional advice proposition?

Be sure you can clearly define the differences

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Don't try to get away with mono pricing


Digital customers expect to pay less

Self service should cost less than assisted or full service advice



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What other technology does your business use?



Do you already have a client management system?

Do you already have a client portal?

How are you preparing for Pension Dashboards?

Do the providers of these services have suitable Digital Advice offerings?

What are the other options?

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How will you compare different digital advice offerings

- What are your information sources?
- How well will potential digital advice solutions fit with your existing technology (how detailed is the integration)?
- What criteria will you apply to refer out Digital cases for Human advice?
- How much control do different Digital Advice propositions give you?
- Should you review your investment providers to reduce risk in your business?

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Compliance Risks

- Are the risk profiling tools within a digital advice solution the same as your existing risk profiling tools?
- How will you assist clients who do not fit the digital process?
- Will you reuse your digital process in your traditional advice business (if not, why not)?
 - What are the differences between the two processes?
 - Can you justify these differences?
 - How will you address any issues not addressed by either?



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