



Working collaboratively with your clients achieves not only new business but also brand differentiation.

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The Financial Services Forum  
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@wisdomcouncil  
@AnnaLaneTWC

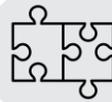
**“Clients expect new products and solutions to meet their changing needs”**

*Martin Gilbert and Keith Skeoch, The Telegraph, 12 August 2017*

# We are client engagement specialists that give a voice to financial customers



**“Customer dialogue”** drives more effective communication with investors and helps to shape more relevant and desirable products and services.



Bringing firms and their clients **together** is an important first step in **encouraging** more people to invest for their future.

A team of **industry professionals and insight experts**

with a **passion for engagement, integrating the client into product governance and service proposition development.**

We believe bringing **firms and their clients together is critical**

# We work across the value chain, including collaborating with the FCA, using qualitative and quantitative methodologies

Collaborating with the



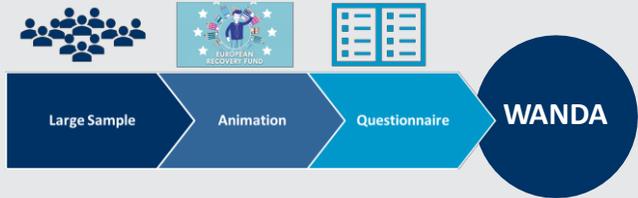
We are close to the commercial and **regulatory challenges** our clients face

...and our work extends across the **value chain** as every link has a **vested interest** in the evolution of the industry

We use a range of methodologies, including proprietary ones, e.g a customer forum (The Wise Society), and a quali-quant tool (WANDA)



The Wise Society



# We run and manage “communities” of wealthy clients

Our communities include individuals and families across the wealth spectrum - offering thought leadership, education and networking.

## The Wise Society

- Proprietary online community
- Representing the UK retail investor market
- Sub-segment by sector such as Millennials, Women, Retirees
- Incentivised and engaged through educational content and research



£30k - £1.5m investible

## HNW Community

- Network of High Net Worth individuals
- Current and retired business owners, angel investors and senior professionals
- Motivated to support improved access and delivery from the FS industry



£2m - £40m investible

## Family Wealth Forum

- Proprietary community of UHNW Family Offices and Principals
- Global reach across Europe, Asia and GCC
- Co-creation of educational forum and networking events

*“Well organised, very refreshing. Good line up of speakers and topics. Optimal size to meet other delegates and speakers! Would definitely like to come back”* **SFO Principal**

£50M+ investible

# We also develop and run bespoke and “pop up” client councils

Co-creating new propositions, testing existing products and communications, driving client engagement and responding to the regulatory challenge

## Why create a council?

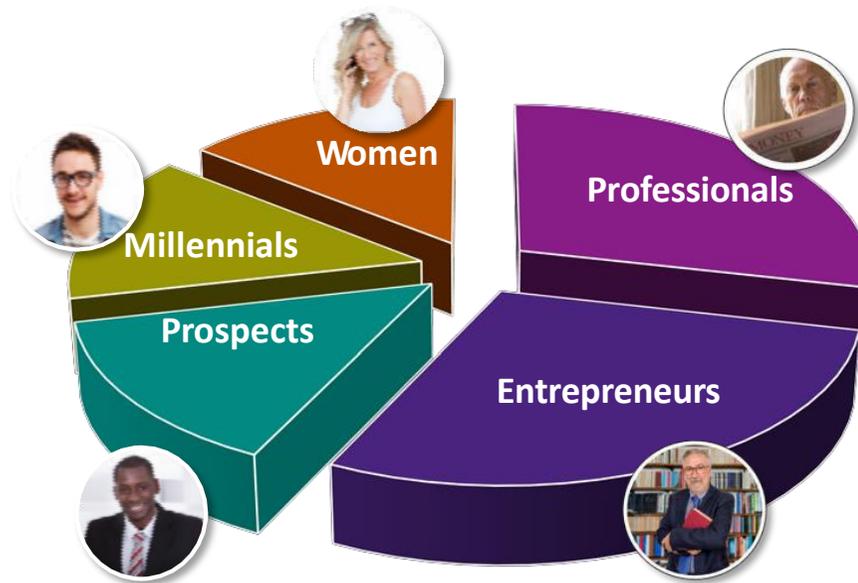
Research on new product and service propositions requires both **flexibility** and **agility**.

**Flexibility** to use different techniques as and when appropriate with the right respondents at the right time.

**Agility** to be able to test developments and changes as and when they are made.

**Internal stakeholders** can also target specific issues at specific consumer types allowing direct engagement and feedback.

*“This seems like a great idea. And it’s good that it’s independent rather than having a go at someone who isn’t responsible for the decision which is what speaking to your private banker can sometimes feel like”*



# The Wisdom Council also run an Intermediary Council

**By being part of our Council, intermediaries take part in research to help ensure the products that providers create are:**

- Suitable for them and their clients which range from retail to international UHNW
- Delivered in the most appropriate way
- Communicated effectively in a way that everyone understands and that resonates with key audiences.

UK Retail, HNW, UHNW – UK representative



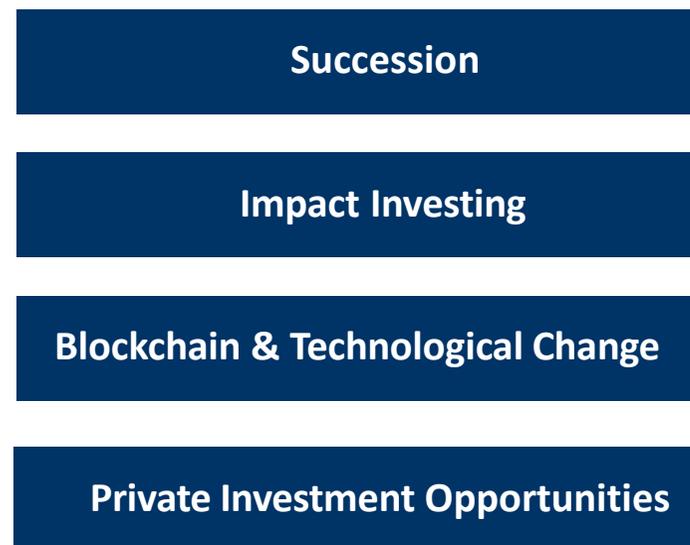
UHNW – Internationally representative



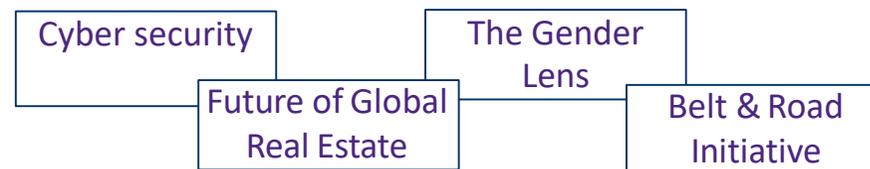
# We've been talking to our UHNW Council to shape our 2018/2019 strategy – EMEA & ASIA-PAC

- *“100 years ago you had a 1% chance of living beyond 100. Those born today have a 50% chance”*
- *“Only 5% of wealth managers see gender as a key driver of segmentation practices, and only 2% have any gender-specific marketing”*
- *“Co-investment across SFOs can increase deal flow – pooling due diligence and research resources, as well as broadening the range of deep sector expertise, particularly in frontier areas like fintech or digital start-ups”*
- *“Succession planning of both the business and the financial assets is a major topic. Particularly if the assets are not meant for distribution to the immediate heirs but are large enough to be kept for future generations.”*

*We are shaping a programme around these key themes which resonate so strongly with families:*



*Potential subsidiary themes include:*



**“We want you to be the Ted-talks of the Family Business World”**

# And have also incorporated the views of our UHNW Intermediary council and corporate partners to inform our new strategy

## *Our Partners' Views*

- Smaller more intimate events & dinners
- An ability to build a relationship beyond an event or insight dinner
- A desire to showcase areas of expertise
- A more modern and innovative feel
- A desire for more in-depth insight into what families are really thinking

## Our initial ideas

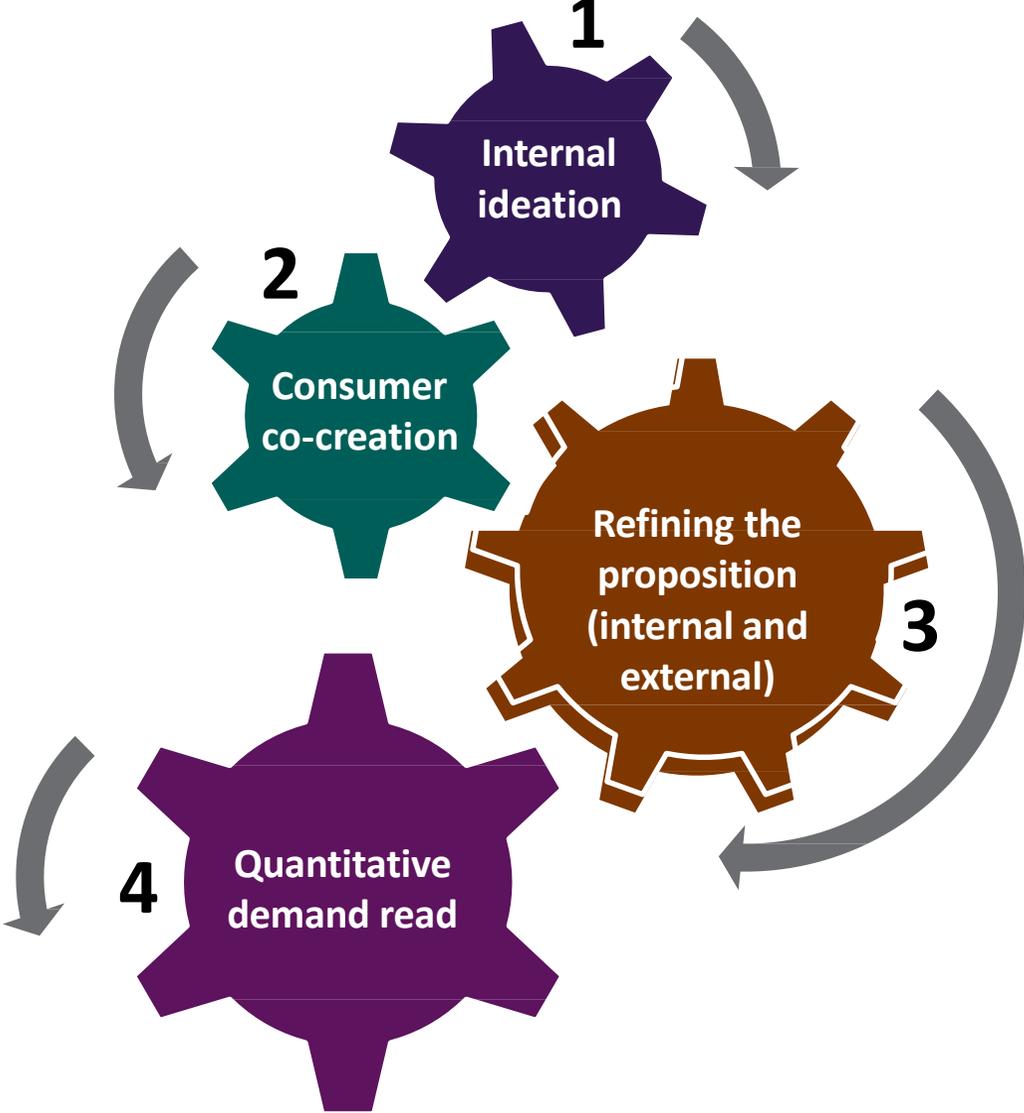
- A programme of events & intimate seminars over the next 18 months
- Based on bespoke research and insight and proprietary thought leadership
- Moderated discussion forums for in-depth insight
- Presentations from leading experts in the fields
- Family case studies
- Co-curated and co-hosted sessions with our community
- Interesting and innovative venues
- Co-creation and interactive sessions

# Incorporating consumer innovation and co-creation into product and proposition development

....a competitive advantage and a brand differentiator



# The Wisdom Council put a consumer lens on product and proposition innovation

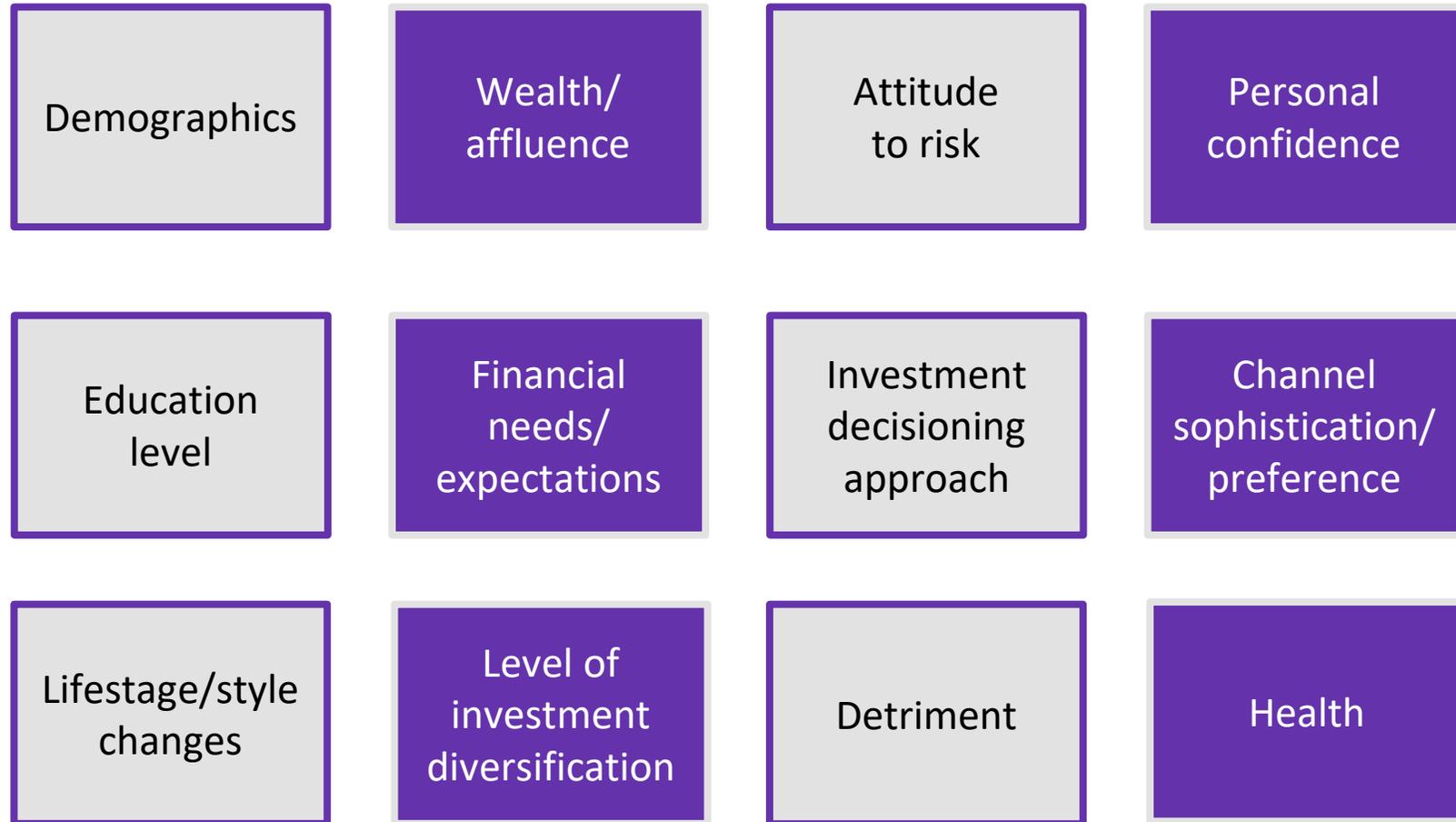


# Using innovation and co-creation to target existing and new clients

.... Know your audience



To innovate with consumers we need to “get under the skin” of the challenges they face as investors and understand their broad drivers of choice



Putting the client at the heart of proposition innovation is long overdue but there are challenges...

### Challenges we encountered when testing digital wealth “robo” propositions:

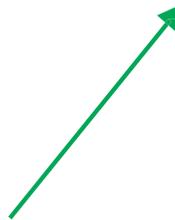
- Consumers often don't understand important things
- Consumers get the basics but can struggle with complexities
- Financial and regulatory terminology switches people off
- Consumers rarely engage on charges – **and do not understand their impact**
- Risks aren't clear enough
- Most people **do not** expect to pay for advice delivered digitally
- The digital brand universe is broader and more differentiated than most companies realise



# The digital brand trust universe is different.....

“Which of these brands do you trust?”

Q1- Brand Trust Rankings		
Rank	Brand	%
1	PayPal	60%
2	Amazon	57%
3	Marks & Spencer	55%
4	Sainsbury's	50%
5	Visa	50%
6	John Lewis	48%
7	Google	44%
8	Aldi	37%
9	Apple	36%
10	Martin Lewis	35%
11	Lidl	34%
12	Ebay	33%
13	Nike	32%
14	British Airways/Avios	32%
15	TripAdvisor	30%
16	Netflix	30%
17	BMW	27%
18	NatWest	26%
19	Facebook	25%
20	HSBC	24%
21	Aviva	21%
22	Vodafone	16%
23	Louis Vuitton	15%
24	Asos	15%
25	Hargreaves Lansdown	7%
26	Air BnB	7%
27	Nutmeg	5%
28	M&G Investments	5%



Q2 'Yes, definitely would' use brand- Broad consumers			
Rank	Brand	%	Overall trust rank (/28)
1	Visa	42%	5
2	PayPal	39%	1
3	Amazon	32%	2
4	Marks & Spencer	32%	3
5	Sainsbury's	30%	4
6	John Lewis	29%	6
7	Martin Lewis	28%	10
8	Google	26%	7
9	NatWest	26%	18
10	HSBC	25%	20

“Of the brands listed, if they offered the same, good quality, easy to use and good value financial services offering (such as deposit accounts or investments), would you be likely to use them?”



## Trust: Who do these investors trust to invest in\*?

Ranking out of 43	All Investors	Millennials	Gen X	Boomers	High Sophistic
1	Martin Lewis	Mastercard	Martin Lewis	Martin Lewis	Har Lnsd
2	John Lewis	Visa	Halifax	John Lewis	JP Morgan
3	L&G	Google	John Lewis	L&G	Fidelity
4	Halifax	Tesco	Std Life	M&S	Aviva
5	Lloyds	Amazon	Lloyds	Har Lnsd	John Lewis
6	Santander	John Lewis	Barclays	Pru	Amazon
7	M&S	Lloyds	Santander	Lloyds	Barclays
8	Barclays	HSBC	L&G	Santander	HSBC
9	HSBC	Barclays	Aviva	Halifax	Santander
10	Har Lnsd	PayPal	Virgin Money	Virgin Money	Lloyds
<b>Blackrock</b>	36	43	36	33	35
<b>Vanguard</b>	41	39	40	38	42

\*UK adult population with household income of at least £30k p.a. who have an investment – Q1 2018 research

*Note that this places the sample in the top 50% of UK households*

Yes, trust is a broader industry issue...**but women tend to place particular emphasis on brand and service...**

## Professional Adviser

People more likely to 'trust John Lewis than financial advisers'

Annuities least trusted product



People trust a charity they support, John Lewis and Marks & Spencer more than financial advisers, research by Just Group has suggested.



And 'advisers' often get short shrift:

- Due to previous scandals to hit the industry (**Gen X**)
- Because the label 'adviser' is associated with tied agents, hefty commissions and costly products (**Boomers**)
- Because the expectation is that they will be expensive and motivated by the desire to make money first and foremost (**Millennials**)

# But many women view the investment industry as male-oriented and unwelcoming

When women were asked to describe the wealth management industry, they commonly used the terms\*:



In the UK, **73%** of female investors feel their wealth manager or private banker does not empathise with their lifestyle or misunderstands their goals.\*\*

Women believe they would invest **£33,000** more on average if there was no gender disparity in investment.

*“women are more than 50% of the population and we need to be considered”*

*50% of women said men get more attention, better service and better terms*

*80% of widows leave their financial advisor upon the death of their husbands*

*The industry doesn't tend to offer services that understand or meet women's needs*

*87% of women looking for a financial advisor say they can't find one they can connect with*

*Men are twice as likely to be approached by a financial advisor*

\*Financial Times – July 21<sup>st</sup> 2016: “Best of Money: why do women fear the stock market?”

\*\*Centre for Talent Innovation – December 1<sup>st</sup> 2016: “Harnessing the Power of the Purse: Female Investors and Global Opportunities for Growth”

\*\*\*FT Advisor – February 2<sup>nd</sup> 2018: “Women ‘receive worse investment advice’”



# We also know women relate to financial propositions in a different way

**These themes emerge time and time again in our research:**

I want to trust you

I'll listen to people I know

I'm happy to be open

Please get the basics right.

It's got to be secure, accurate and private

Don't focus on selling me a product

I'll listen

Jargon is off-putting.

We're all different

**Quotes from women we spoke to:**

***"I check client feedback available before buying or investing in anything"***

***"It must be from a brand I trust and I am familiar with"***

***"Retirement planning tools are very useful to me, anything that makes it easier"***

***"People trust Martin Lewis! He's free, gives good advice and he's independent"***

***"Talk to me in a way I can understand...my language not your investment gobbledegook"***



Women represent the largest market opportunity in the world - female consumer purchasing power now exceeds the GDP of India and China combined\*

46% of the world's 376,000 millionaires are female

Women control 67% of all UK household consumption  
(They influence the purchase of: 92% of holidays, 65% of cars, 93% of food, 91% of homes, 61% of PCs)

78% of women use the internet for product information

71% of all social media users are female

\*Forbes 2013

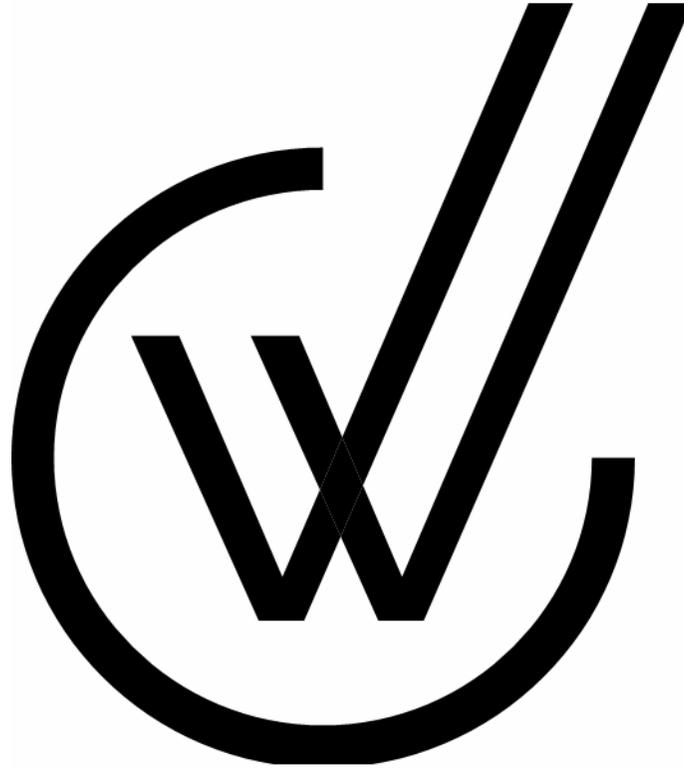
# We have extensive experience of testing wealth and investment propositions

Integrating the consumer into brand, product and proposition development across a range of firms



# We are financial services specialists





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