J.D. POWER

Press Release

Advanced Wealth Management Apps and Websites Continue to Score Points with Customers in Canada, But Lag U.S. on AI Adoption, J.D. Power Finds

TD Ranks Highest in Wealth Management Digital Experience Satisfaction in Advised Investor Segment, Wealthsimple Ranks Highest in DIY Investor Segment

TORONTO: 25 Nov. 2025 — Sleek design, intuitive investing tools and a streamlined cross-channel experience have become the hallmarks of great wealth management apps and websites for investors in Canada. According to the J.D. Power 2025 Canada Wealth Management Digital Experience Study,SM released today, both advised and do-it-yourself (DIY) wealth management websites and apps have more advanced features than ever to help investors get better visibility into their portfolios. When compared with the apps and websites of U.S. wealth management firms, however, the digital offerings of wealth firms in Canada are decidedly less focused on Artificial Intelligence (AI)-powered virtual assistants[1].

"Fintech players have really set the pace for digital among wealth management firms in Canada, and established brands have taken note by making significant improvements to their digital apps and websites," said **Mike Foy, managing director and head of wealth intelligence at J.D. Power.** "One area where we are seeing decidedly slower adoption among legacy wealth management brands in Canada, however, is in the use of virtual assistants. While many of the top-performing firms in Canada and the U.S. have embraced AI-powered tools, the overall adoption rate in Canada is considerably slower—despite widespread interest among clients."

Following are key findings of the 2025 study:

- **Top-performing brands score points on visual appeal, investing tools**: The top-performing brands in the study set themselves apart by offering sleek, intuitive designs, easy navigation and information-rich content that is consistent across different digital channels.

- **Virtual assistants drive customer satisfaction:** The average overall satisfaction among advised wealth management app users who use their firm's virtual assistant is 696 points (on a 1,000-point scale), which is 54 points higher than among those users whose firm's app does not offer a virtual assistant. In the DIY segment, overall satisfaction scores are 29 points higher, on average, when investors use virtual assistants than when no such service is offered.

- **Advanced queries still require human intervention:** Even the most sophisticated wealth management virtual assistants are effective for routine or reactive tasks, but do not proactively make suggestions or anticipate user needs. More advanced requests typically require escalation to a human agent or advisor.

"As a general rule, the more investing tools, charting capabilities and security safeguards wealth management firms offer on their apps and websites, the more deeply investors engage with

[1] J.D. Power 2025 U.S. Wealth Management Digital Experience StudySM

those channels," said **Jon Sundberg, senior director of digital solutions at J.D. Power**. "The wild card, however, as firms adopt more sophisticated investing tools across different platforms is that they need to deliver a consistent, cohesive user experience in each channel. Firms that manage the balance of powerful tools and streamlined integration are the ones that really set themselves apart in this study."

Study Rankings

TD ranks highest in overall customer satisfaction with the advised wealth management digital experience with a score of 689. **CIBC** (685) ranks second and **BMO** (674) ranks third.

Wealthsimple ranks highest in overall customer satisfaction with the DIY wealth management digital experience for a second consecutive year, with a score of 709. **CIBC Investor's Edge** (665) ranks second and **RBC Direct Investing** (659) ranks third.

The Canada Wealth Management Digital Experience Study was redesigned for 2025, thus overall satisfaction scores are not comparable with previous-year studies. The study evaluates customer satisfaction with the wealth management digital experience, inclusive of both apps and websites, based on four factors (in alphabetical order): design, information, system performance and tools/capabilities. This year's study is based on responses from 4,686 advised and DIY investors and was fielded from June through August 2025.

For more information about the Canada Wealth Management Digital Experience Study, visit https://www.jdpower.com/business/jd-power-ca-wealth-management-digital-experience-study-award-information.

To view the online press release, please visit http://www.jdpower.com/pr-id/2025158.

About J.D. Power
J.D. Power is a global leader in consumer insights, advisory services, and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 55 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit JDPower.com/business. The J.D. Power auto-shopping tool can be found at JDPower.com.

Media Relations Contacts
Gal Wilder, NATIONAL PR; 416-602-4092; gwilder@national.ca
Joe LaMuraglia, J.D. Power; East Coast; 714-621-6224; media.relations@jdpa.com

About J.D. Power and Advertising/Promotional Rules: www.jdpower.com/business/about-us/press-release-info

# # #

Note: Two charts follow.

J.D. Power
2025 Canada Wealth Management Digital Experience Study[SM]

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Advised

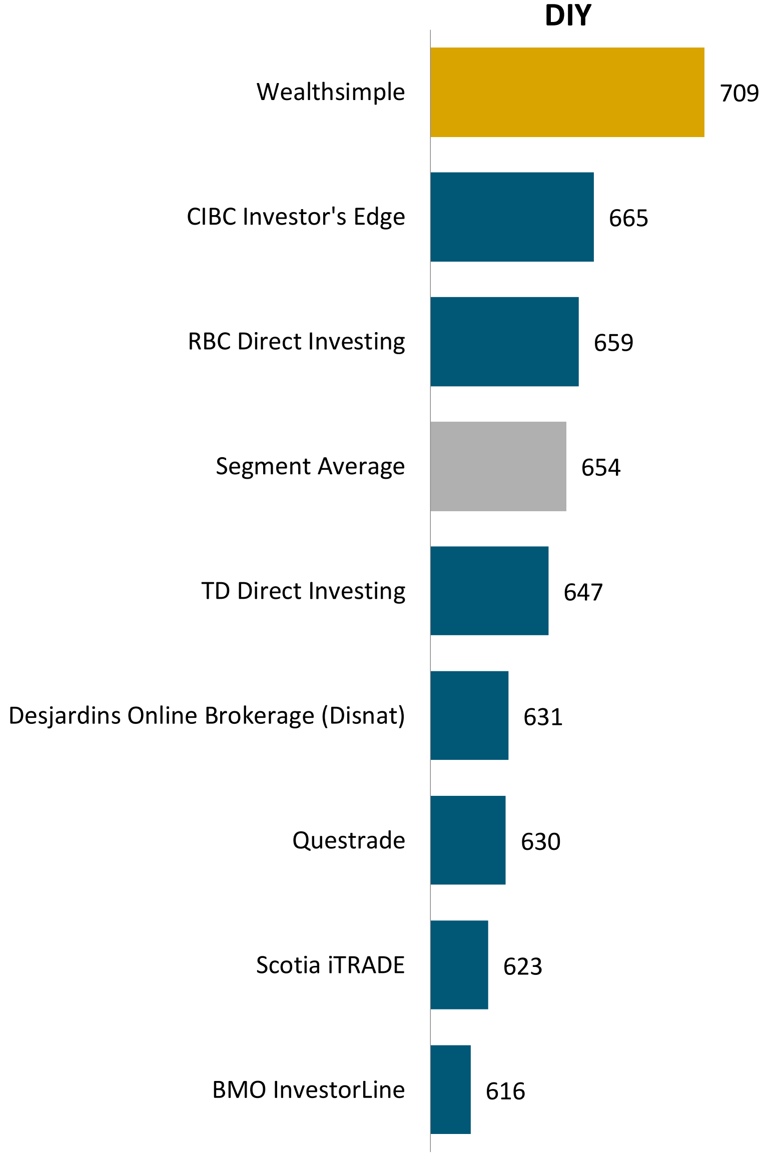
Source: J.D. Power 2025 Canada Wealth Management Digital Experience Study[SM]

J.D. Power
2025 Canada Wealth Management Digital Experience Study^{SM}

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

DIY



Source: J.D. Power 2025 Canada Wealth Management Digital Experience Study^{SM}