

WEALTH



## STUDY GUIDE

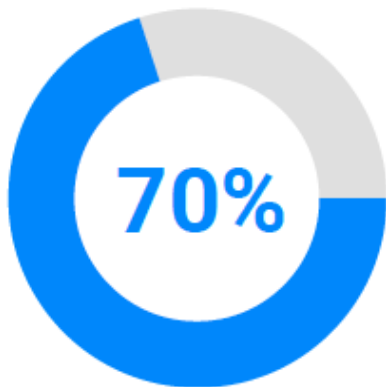
# Canada Wealth Management Services Satisfaction Studies Platform



WEALTH

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of all self-directed investors indicate using mobile for investment activity.



Investors who experience fee reductions score companies an average of **22** NPS® points higher than those who don't.

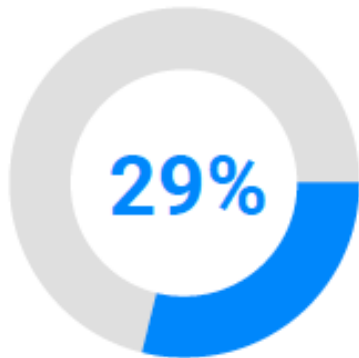
There are two modules available in this subscription, which can be customized to fit your brands needs and goals.

1. Full-Service Investor Satisfaction Study<sup>SM</sup>
2. Self-Directed Investor Satisfaction Study<sup>SM</sup>

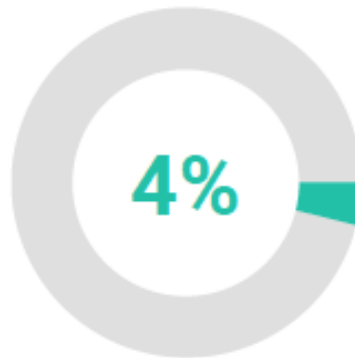
## CHARACTERISTICS OF CUSTOMERS SURVEYED

This study empowers you with insights about customers based on characteristics such as:

- Demographics
  - Gender
  - Age
  - Income
  - Ethnicity
  - Education
  - Marital Status
  - Location



of Millennials say they will consider leaving their current full-service advisory firm within the next 12 months...



...compared with just 4% of investors in older generations.

## CUSTOMER EXPERIENCES EXPLORED

This study provides actionable information and intelligence about customer experiences with:

- Their current primary investment firm
- Their secondary wealth investment firm
  - Full-service investment firms
  - Self-Directed investment firms

*We'll help you harness information to drive performance, improve products, and strengthen your businesses.*

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## TOPICS ADDRESSED IN SURVEY QUESTIONS

We know measuring customer experience is not easy, but that's where we come in. Informed by deep industry expertise, we distill, analyze, and translate data into actionable insights. To help you drive results, customers surveyed in this study answer questions about key topics such as:

- Reasons for Firm selection
- Total Investable Assets
- Share of Wallet with Primary Firm
- Intentions to Increase/Decrease Investment with Primary Firm
- Loyalty (Intention to Remain with Firm)
- Overall Satisfaction
- Likelihood to Recommend Firm/Advisor (NPS) with Verbatims
- Brand Image / Brand Trust
- Onboarding Experience
- Risk Tolerance Profile
- Recent Change in Tolerance for Risk
- Active vs. Passive orientation
- Approach to Investment Decision-Making with Advisor
- Prior 12 Month Returns Relative to Expectations
- Wealth Transfer & Investable Asset Acquisition

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## OVERVIEW OF INSIGHTS PROVIDED

A study subscription gives you access to intelligence about critical elements of your business such as:

- Product and Service Offerings
- Product Awareness and Usage
- Commissions and Fees
- Financial Advisor Satisfaction
- Information & Resources
  - Awareness & Usage
- Problem Resolution
- Loyalty & Retention
- Client Relationship Model
- Robo Advice
- Demographic insights
- Firm interaction Satisfaction
  - Online
  - Mobile
  - Phone
  - Branch Representative Satisfaction (In-Person)

*For over 50 years, we have built our reputation and our business around unbiased, up-to-date intelligence.*

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## SUBSCRIPTION DELIVERABLES

- Customized executive presentation and strategy session that gives you data-driven, actionable recommendations for achieving your strategic business goals
  - You'll meet with our industry experts who will offer tailored guidance and empower you to use the intelligence to improve your profitability, performance, and capacity for business transformation.
- Executive briefing document highlighting key trends and insights across the industry
  - J.D. Power is constantly immersed in understanding what is happening in your marketplace—and with your competition. We track the competition so you don't have to. Get independent, objective recommendations that keep you ahead of the pack.

*Behind every rating, review, and award, sit countless consumer data points—real insights from real owners.*

- Scorecard benchmarking your company's performance compared with the industry across key drivers of satisfaction, loyalty and advocacy metrics
  - Scorecards help you understand how you compare to your competition and cross-industry. We help you understand where efforts should be focused and the specific actions needed for greatest positive impact on customer experience and business results.
- Competitive survey data and industry reports including information on customer segments
  - Upholding the status quo can be a killer. We help you understand where you stand on key customer satisfaction measures relative to your competitors—so you can target key focus areas and drive improvements more effectively.
- Data and analytical tools for performance insights and competitive comparisons with your peers including access to VoX Platform—J.D. Power's proprietary interactive reporting interface
  - Data is only as powerful as the analysis and insights tied to it—and we are putting that power in your hands. Achieve a complete view of your performance when and where you need it. The data, analytics, insights, best practices, and action plans you need are available whenever and wherever you need them, to help you make data-driven decisions that will improve your customer experience and drive positive financial results.
- The complete study data file with consumer survey responses
  - We source current data from real customers so you can understand dynamic customer expectations, sudden/unexpected changes in product quality and be at the forefront of trends.
- Certified NPS® by J.D. Power; presentation slides with NPS Rank Chart and industry summary plus VoX access to NPS rank chart(s), verbatims and text analytics.
  - For many companies, NPS is a popular and effective internal measurement of customer loyalty, but companies wanting to compare their performance against competitors need reliable, objective benchmark data. J.D. Power offers an independent, objective, Bain certified NPS industry benchmark that companies can use with confidence to support competitive benchmarking, investor communications and even executive incentives. Learn more at [jdpower.com/nps](http://jdpower.com/nps)

## USE CASES WITHIN YOUR ORGANIZATION

Our data and insights can be leveraged to empower teams across the full spectrum of your business. Our experts work partner with our clients to build data-driven organizations combining 50 years of experience with cutting edge data science and technology tools. Here are some examples of how your teams can benefit from a study subscription:

**Marketing:**

- **Build** customer personas and journeys using data and insights from real, verified consumers.
- **Tailor** your messaging to key audience segments based on their expectations, likes, dislikes, channel preferences and more.
- **Prioritize** your investments and initiatives around the factors that are shown to drive the most substantial increases to customer satisfaction.

**Reputation Management:**

- **Understand** the real state of your reputation and brand image compared with those of your peers and competitors.
- **Identify** opportunities to strengthen or reposition your brand and create a competitive advantage with customers in your marketplace.
- **Track** the impact of your brand image and reputation management initiatives as perceived by your customers and those of your competitors.

**Digital Experience:**

- **Engineer** a best-in-class digital experience using data and insights about your organization and your industry peers.
- **Manage** your rollouts and optimization efforts based on the areas, which will have the most immediate impact on customer satisfaction.
- **Invest** your resources guided by intelligence about evolving user expectations, industry trends and expert insights.

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## Product Development

- **Evaluate** your products and services using real voice-of-the-customer data to ensure that they are in sync with evolving customer desires and needs.
- **Align** your pricing and manage your margins in accordance with best practices, customer expectations and peer benchmarking.
- **Attract** and retain customers by calibrating your terms and fees to market conditions and trends in key customer segments.

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## Operations

- **Empower** data-driven resource planning, prioritizing areas of the business that your customers perceive to have the highest impact on behaviors like loyalty, referrals, etc.
- **Leverage** reliable data and insights to facilitate meaningful changes to your operational processes and smoothly implement within your organization.
- **Access** the intelligence and professional experience with extensive experience across all core capabilities and industries

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## Customer Service

- **Train** customer service employees to tailor their approach with key client segments to reduce friction and expedite handling of concerns.
  - **Reduce** cost-to-serve by engineering a data-backed customer service program, which resolves issues quickly and completely.
  - **Increase** speed of problem resolution, better respond and adapt to customer needs, and engage and empower employees.
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## MORE WAYS WE HELP OUR CLIENTS

In addition to this study, J.D. Power provides additional services to help our clients drive growth and improve customer experiences.

- J.D. Power offers a range of brand licensing and ancillary marketing opportunities to leverage the independence, trust and credibility of the J.D. Power brand in your marketing activities. These client-commissioned custom research services can highlight a firm's performance in a particular aspect of our Satisfaction Studies and may include: Special Power Reports, Power Circle Ratings and Microsites.



- J.D. Power provides proprietary research services (e.g., customer relationship studies, post-interaction customer experience tracking programs and proprietary research).
  - Clients have the opportunity to field our Satisfaction Study questionnaires to their customers in order to gain larger n-sizes and deeper insights into their customers and performance improvement opportunities. Clients may append internal/operational metrics to the survey data file in order to more effectively link the survey results to business operations and desired business outcomes. These surveys are deployed on an annual basis or are integrated into ongoing VOC tracking programs. J.D. Power provides services ranging from design and consulting through full blown execution.
- J.D. Power conducts Service Quality Certification programs across an organization's sales and service touchpoints (stores/branches, contact center, website, mobile app). J.D. Power conducts a best practices assessment of an organization's service quality and benchmarks a firm's performance against cross-industry top performers. If a firm passes the assessment, it receives a J.D. Power Certification of high performance in customer service delivery and may use the J.D. Power brand to promote their certification at point of sale or service.
- J.D. Power offers Cultural Engagement Assessments and Improvement Planning that utilize voice of the customer, voice of the employee and voice of the organization (leaders & culture) data to drive greater alignment in organizational values, beliefs and goals. The objective is to help companies identify meaningful actions to drive customer-centric culture in order close performance gaps and positively impact business outcomes.

## ABOUT J.D. POWER

J.D. Power is a global leader in consumer insights, advisory services, and data and analytics to help clients measure and improve the key performance metrics that drive growth and profitability. J.D. Power's industry benchmarks, robust proprietary data, advanced analytics capabilities, and reputation for independence and integrity has established the company as one of the world's most well-known and trusted providers of consumer and market insights for more than a dozen industries. Established in 1968, J.D. Power is headquartered in Costa Mesa, California, and has 17 global locations serving North/South America, Asia Pacific, and Europe.