



Optimizing the wealth consumer engagement journey

In this series, we'll explore how wealth managers can improve client experiences and develop lasting relationships

Focusing on the Engage stage



Stage 1: Entice

Customers recognize their need for financial knowledge and advice, seek education, and explore marketplace offerings.



Stage 2: Buy

Customers express their needs to potential partners and then select those who are the best fit. At this stage, it's time to provide them with a positive onboarding experience and to create and activate their initial plans.



Stage 3: Serve

Account and relationship-management services, along with engagement, are the tools used to support clients through life changes and towards their objectives.



Stage 4: Engage

Client relationships are deepened by providing a superior experience and facilitating intergenerational wealth transfer.



Stage 4: Engage

Deepen client relationships by providing a superior experience and facilitating intergenerational wealth transfer.

The key question for wealth managers

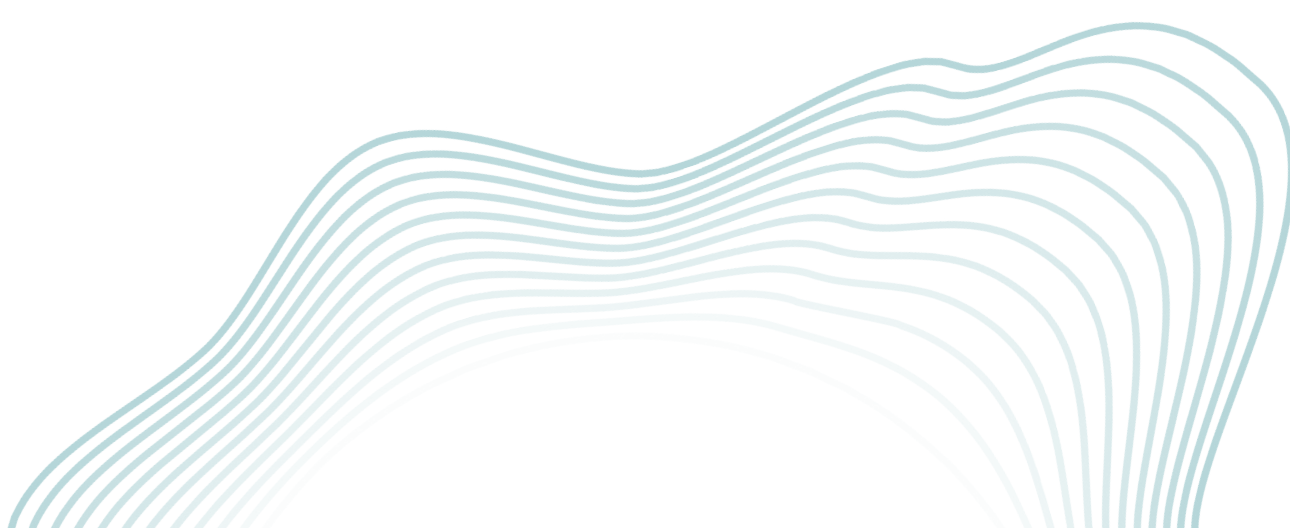
How do we scale and evolve trusted relationships with our clients over the long term?

Top considerations for wealth managers

- **Advisor-driven loyalty:**
Clients are more likely to have an affinity for their advisors than the brands they represent, so this will need to be considered when designing an effective loyalty program.
- **Matching cost to serve:**
Given fees generally charged based on assets under management, organizations will need to ensure clients feel they're getting the service they pay for, making it even more imperative to provide them with elevated and differentiated experiences.
- **Decentralized client profile:**
Clients manage their finances across multiple organizations, sometimes even outside financial institutions. Creating a holistic view of each client's financial position and lifestyle goals requires connecting the data sets from each of these different sources.
- **Non-linear client journey:**
Clients have many touchpoints outside financial services to help them achieve their lifestyle goals; wealth-management companies must analyze each client's holistic journey to provide suitable and differentiated advice.
- **Spending, saving, and investing:**
The convergence of spending, saving, and investing has placed cash flow at the centre of the larger financial proposition. Firms must look at both the client journey with advisors and the holistic experience across multiple conditions that affect cash flow in order to create meaningful and differentiated client experiences.

Opportunities in the engagement stage

Opportunity	Statistics	Why this matters
<p>1 Become the hub for the full range of client financial needs. Clients want their advisors to understand their financial positions so they can help them define realistic financial, lifestyle, and wellness goals.</p>	<p>48% of investors said firms can attract them by providing a wide range of products and services.¹</p>	<p>Clients can better understand their financial positions if the various parts of their finances are brought together to create a holistic view. This gives them more control, allows them to maintain financial independence, and helps them establish realistic goals.</p> <p>Advisors can help their clients further understand their financial positions by offering tailored advice and information about additional adjacent services, such as tax planning.</p>
<p>2 Collaborate with others to provide an ecosystem of client services. AI enables advisors to develop lists of next-best actions quickly, allowing them to scale their businesses and provide increasingly numerous clients with active and ongoing engagement.</p>	<p>70% of clients using wealth solutions were interested in services from different business lines (e.g., budgeting support, bill payments).²</p>	<p>Deepening relationships with clients involves doing more than just providing them with wealth and investment advice. Banks can partner with experts throughout their organizations to service clients' adjacent needs, such as estate planning. Moreover, third-party vendors—such as technology platform providers—are allowing banks to build and scale additional offerings they can use to serve clients, including health and wellness related services.</p>
<p>3 Incentivize long-term client relationships through enhanced loyalty programs. Tiered loyalty programs help to reward the most valued clients and motivate long-term engagement by addressing adjacent needs.</p>	<p>Introducing an enterprise-wide loyalty program increased revenue from new client spending by 1 to 3%.³</p>	<p>Clients with the highest lifetime value to a firm (as in, beyond their investments) should be rewarded in order to incentivize their continued engagement and retention. Well-designed tiered rewards and loyalty programs can then be used to match the value specific clients receive—e.g., via discounts, benefits, events, and the like—with the overall costs required to serve them. To offer holistic servicing, these loyalty programs should provide benefits beyond investments and address other financial needs clients may have.</p>
<p>4 Develop a community by creating a specialized offering for a specific segment. Create a sense of belonging for clients, which ultimately nurtures engagement and loyalty, by developing an investor community across the client base.</p>	<p>84% of Canadian investors are more likely to trust a referral or recommendation if it comes from a friend.⁴</p>	<p>Tailoring an offering for a specific group of people—Halal investing for the Muslim community, for example—fosters a feeling of belonging among those people. In creating a community beyond investments, wealth management firms and advisors can connect with clients on a more personal level. These engagements occur beyond the sales cycle and allow advisors to stay top of mind as clients continue to seek more than financial advice.</p>



Endnotes

1. Wealth 4.0: [gx-fsi-wealth-4.pdf \(deloitte.com\)](#)
2. Deloitte survey, conducted in 2020
3. Forbes: <https://www.forbes.com/sites/blakemorgan/2020/05/07/50-stats-that-show-the-importance-of-good-loyalty-programs-even-during-a-crisis/?sh=7e99177b2410>
4. Deloitte survey, conducted in 2020

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