WEALTH MANAGEMENT IN 2020

What's a digital laggard and are they finally waking up?







COVID-19

For Wealth Management – the big ACCELERATOR?



Wealth Management

WAKING UP THE LAGGARDS



Key

Transformation in wealth: why digitalization and purpose need each other

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its is part 1 of a co-authored blog series with much

Last year, we blogged about how the weakh industry could use trust, data and hyperpersonalization to build ecosystems that deliver outcome for a state and hyperserve and improving the weak.

Intergence. These already feels lake a lifetime age. Devastance as it is, COVID-19 has been a segtrom Defined benote in the safed september of the data in the COVID-19 has been a segservices of method. If the safed september is to data in the data in the safed set of the safet of the sa



ADOPTING DIGITAL CAN BROADEN REACH

Enabling access to and engagement with FINANCIAL SERVICES

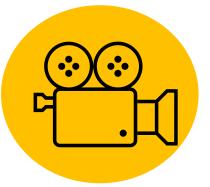


DIGITAL "TRANSFORMATION"

WHAT HAVE WE SEEN IN REALITY?



Responding to COVID-19 Crisis Phase



Increased

Online **MEETINGS**

Teams, Zoom etc.

Enhanced) Digital ENGAGEMENT

Electronic Signatures

Have we seen

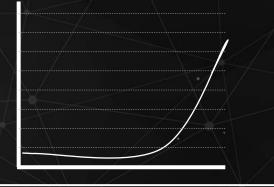
Anything more than this?

NOT REALLY

But that's OK because

DIGITAL ADOPTION

Curves look exponential





66 Seemingly Minor **ATTITUDINAL CHANGE** Has the potential to stimulate PROFOUND TRANSFORMATION

Turner, et al. (2020)



WHAT'S THAT

COMING OVER THE HILL? IS IT A MONSTER?

OF THE FUTURE



Hybrid, bionic, digital advice processes



Use of AI to better understand customers



Best of breed, ecosystems and componentised architecture



Subscription models and services on demand



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