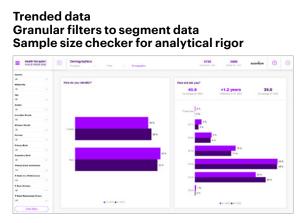## Charting your strategy

Introducing Accenture's Wealth Insights Navigator

The wealth management data underpinning our Future of Asia Wealth Management Series, powered by significant engagement from wealth management firms, is the most comprehensive in Asia-Pacific.

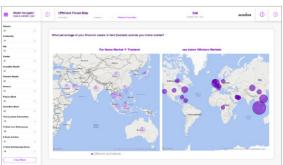**That database is now available via Accenture's Wealth Insights Navigator (Figure 1).**

Figure 1: Data mining with Accenture's Wealth Insights Navigator

Trended data
Granular filters to segment data
Sample size checker for analytical rigor

Powerful visualization
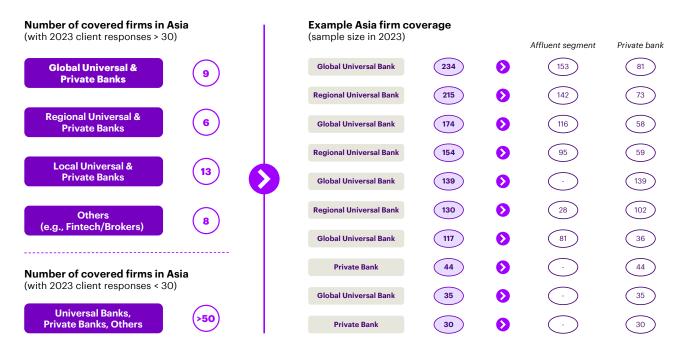**(e.g., client experience, performance drivers)**

Unique thematic insights
(e.g., offshore wealth flows across corridors)

Wealth Insights Navigator is a proprietary Accenture data asset that is holistic and comprehensive, and that is presented on a user-friendly dashboard powered by Power BI.

It is targeted at financial institutions, independent financial advisers, insurance companies, technology firms, educators, and anyone else keen to learn more about investor needs and sentiment in Asia, and can be used to drive transformation initiatives in areas like digital capabilities, sales processes, investment proposition design, and talent management.

With statistically-significant data from investors banking with dozens of wealth management firms in Asia—including global universal and private banks, regional universal and private banks, local universal and private banks, and others, including fintechs and brokers—Wealth Insights Navigator also provides a unique opportunity to engage in extensive benchmarking (Figure 2), and to generate granular insights into what investors want from their wealth management firm.

Figure 2: Example of benchmarking data garnered from investor survey.

Number of covered firms in Asia
(with 2023 client responses > 30)

Firm type	Count
Global Universal & Private Banks	9
Regional Universal & Private Banks	6
Local Universal & Private Banks	13
Others (e.g., Fintech/Brokers)	8

Number of covered firms in Asia
(with 2023 client responses < 30)

Firm type	Count
Universal Banks, Private Banks, Others	>50

Example Asia firm coverage
(sample size in 2023)

Firm	Sample size		Affluent segment	Private bank
Global Universal Bank	234		153	81
Regional Universal Bank	215		142	73
Global Universal Bank	174		116	58
Regional Universal Bank	154		95	59
Global Universal Bank	139		-	139
Regional Universal Bank	130		28	102
Global Universal Bank	117		81	36
Private Bank	44		-	44
Global Universal Bank	35		-	35
Private Bank	30		-	30

Source: Accenture's Asia Affluent Investor Survey, Q1 2023
(unless stated otherwise, findings refer to US$100K+ segment)

Wealth Insights Navigator currently includes the investor data from last year's research, which covered more than 3,400 respondents in 10 markets, with themes including investor profiles, relationships with banks and RMs, and investing goals and investment allocation. It also introduced our Client Experience Framework, which incorporates the levers that our research shows attract and delight clients, and the implications of those levers on client satisfaction and attrition.

Wealth Insights Navigator has been refreshed with 2023 research (Figure 3), including the new data from our Asia Affluent Investor Survey covering more than 3,700 affluent clients (split 40:60 between affluent and HNW/ultra-HNW) in 12 markets—adding Australia and Vietnam—along with research on investor offshore wealth flows and thematic deep-dives on mobile wealth management and reimagining the role of the relationship manager.

Additionally, our revamped and revised Wealth Insights Navigator allows much deeper segmentation of data and the use of micro-filters, ensuring that wealth management professionals can glean the insights they need at the level they require—from birds-eye view to granular, and comparing by market, investor segment, and region, to name just three possibilities.

Figure 3: The Data in Wealth Insights Navigator – outline.

Edition	Method	Themes Covered
Wealth Insights Navigator	• The tool is populated by **Accenture's annual Asia and Middle East Affluent Investor Survey** • Survey conducted in December and January each year (2022 and 2023) • The survey was translated into Mandarin/Simplified Chinese, Cantonese/Traditional Chinese, Thai, Bahasa, Japanese, Malay, Arabic • **3,406 responses** (3,728 responses in 2023) • **10 markets** (China, Hong Kong, Singapore, India, Indonesia, Malaysia, Thailand, Japan, Saudi Arabia, UAE) (+ Australia and Vietnam in 2023) • **40 percent of respondents were affluent** (with investable assets of US\$100k–1m) while **60 percent fell within the high-net-worth** (HNW) or **ultra-HNW stratum** (with household assets above US\$1m)	50 questions spanning: ☐ **Profile** of investors (+ one year trending data) ☐ **Relationships** with banks and RMs (including share of wallet) (+ one year trending data) ☐ **Investing** (e.g. goals, allocation, performance, offshore flows) (+ one year trending data) ☐ **Client experience framework** (attract levers, delight levers, implications on satisfaction and attrition) (+ one year trending data) ☐ Thematic deep dive: Mobile wealth management (key activities, innovations, frustrations, omni-channel, asset classes) ☐ Thematic deep dive: Reimagine role of RM (role vision, service quality drivers, value-add of role activities) ☐ Deeper segmentation and filters

New additions in 2023 Wealth Navigator

For more on Accenture's Wealth Insights Navigator and how it can improve your approach to wealth management research, please get in touch with us: wealth.navigator@accenture.com

About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organizations build their digital core, optimize their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent and innovation led company with 738,000 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Accenture Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients succeed and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities.

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