



EXECUTIVE SUMMARY

Building a future-ready investment firm

Reinventing your business
for the next era of investing

In collaboration with

 GENESYS™



INTRODUCTION

We're facing significant changes

The wealth management industry is dealing with rapid technology innovation, increasing regulation, heightened competition, demographic shifts, and economic uncertainty. Firms need to understand the evolving expectations of today's diverse investors and how competitors are adapting their offerings and business models. This summary draws on **in-depth research** to provide a roadmap for the journey ahead.

* Building a Future-Ready Investment Firm research report from ThoughtLab, sponsored by Genesys and AWS



69%

of executives believe AI will significantly change the way their firms work*

Our research shows firms need to:



Digitally transform client advice and experience, leveraging AI and hybrid, tech-driven approaches for personalized interactions.



Understand and cater to the diverse needs of investors across age, location, gender, wealth level, and lifestyle.



Invest in AI, cloud, data analytics, and collaboration tools to drive performance and gain a competitive edge.



Expand product offerings, such as annuities, sustainable investments, and retirement funds, while providing value-added services.



Adapt business models to address changing investor expectations, new entrants, and industry consolidation.



Empower advisors, delight customers, and drive growth

Developing tech-enabled advisors

As the industry evolves, firms must develop tech-enabled advisors to provide higher-value support. Automating routine tasks will allow advisors to focus on holistic client management, while technology can help fill talent gaps and increase the number of investors each advisor can manage. The most successful firms will combine high-tech and high-touch elements to meet client demands.

Enhancing digital customer experiences

To stay competitive, wealth management firms must offer digital experiences on par with leading born-digital companies. This involves providing highly personalized and intuitive interactions through mobile devices and remote video engagement. By harnessing technology and data to identify investor needs and behaviors, firms can find market niches and personalize solutions.

Embracing AI and digital innovation

Firms should embrace AI for both client-facing activities and internal operations. However, underlying data must be accurate, integrated, real-time, secure, and free of bias. Also consider investing in specialized areas such as cloud infrastructure, cybersecurity, robo advisors, open API platforms, and holistic planning tools to unlock value through digital and process transformation.

68%

of investors want digital experiences on par with born-digital companies*

Genesys and AWS

The Genesys Cloud platform is powered by AWS to deliver personalization in every experience, drawing on sentiment analysis and fed by conversational AI analytics. All of this is delivered by the global market leaders in Contact Center as a Service and cloud infrastructure—assisted by AWS generative AI solutions.

Consider your next steps

[Download the research report](#) to learn more.

[Read more about](#) how financial institutions are transforming their customer experiences with Genesys and AWS.

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