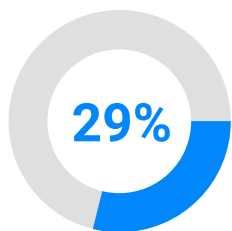


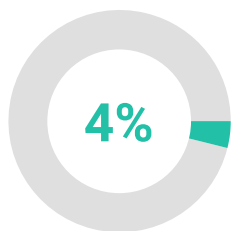
U.S. Full-Service Investor Satisfaction Study



The **J.D. Power U.S. Full-Service Investor SatisfactionSM** explores the drivers of investor satisfaction and provides a benchmark of excellence for each factor studied. The research reveals dynamics that drive satisfaction among different types of investors such as portfolio size and trading activity. The study equips you with a broad understanding of how your full-service investment firm can improve customer satisfaction, loyalty, retention, and advocacy.



29%
of Millennials say they will consider leaving their current full-service advisory firm within the next 12 months...



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

REAL LOYALTY AMONG MILLENNIALS IS HEAVILY INFLUENCED BY FREQUENT COMMUNICATION WITH AN ADVISOR IN THE CONTEXT OF A GOALS-BASED STRATEGY.

Mike Foy
Senior Director,
Wealth Management
Practice, J.D. Power

Deliverables:

- Customized executive presentation and strategy session that gives you data-driven, actionable recommendations for achieving your strategic business goals
- Executive briefing document highlighting key trends and insights across the industry
- Scorecard benchmarking your company's performance compared with the industry across key drivers of satisfaction, loyalty and advocacy metrics
- Competitive survey data and industry reports including information on customer segments
- Data and analytical tools for performance insights and competitive comparisons with your peers
- Access to VoX Platform—J.D. Power's proprietary interactive reporting interface
- The complete study data file with consumer survey responses
- 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. Learn more at jdpower.com/business/nps