The J.D. Power U.S. Wealth Management Mobile App Satisfaction Study™ pinpoints the critical dimensions of satisfaction among users of wealth mobile apps. Subscribing to the study will help you understand and apply the key best practices that drive high satisfaction and engagement with mobile apps. This study will guide your optimization efforts and provide insight into ease-of-use and key app functionality. You’ll also be empowered to identify strengths and opportunities for improvement against your competitors.

The study evaluates customer satisfaction with wealth management mobile apps based on five factors (in order of importance): range of services; clarity of information; ease of navigating; appearance; and speed of screens loading.

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world’s leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

Deliverables:
- Customized executive presentation and strategy session that gives you data-driven, actionable recommendations for achieving your strategic business goals
- Executive briefing webinar 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 PowerSource—J.D. Power’s interactive reporting interface
- The complete study data file with consumer survey responses

This is such a critical moment in the digital transformation of wealth management, and firms have a tremendous opportunity to leverage their mobile apps as a powerful communications conduit between investors and advisors.

Mike Foy
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