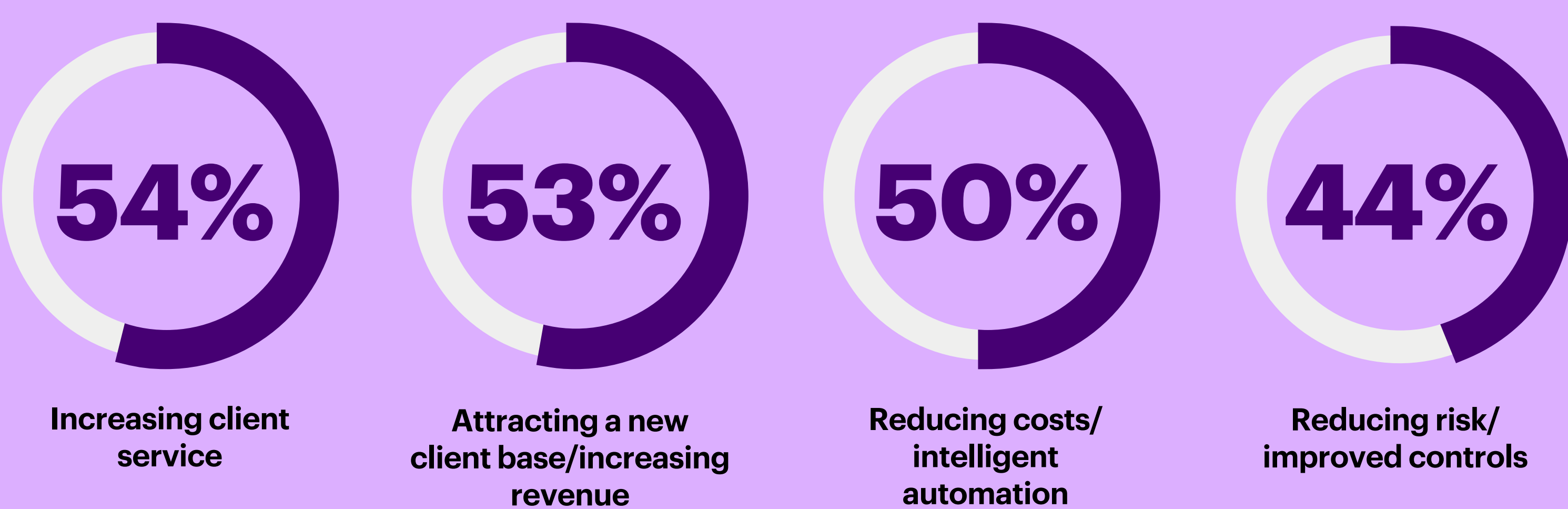




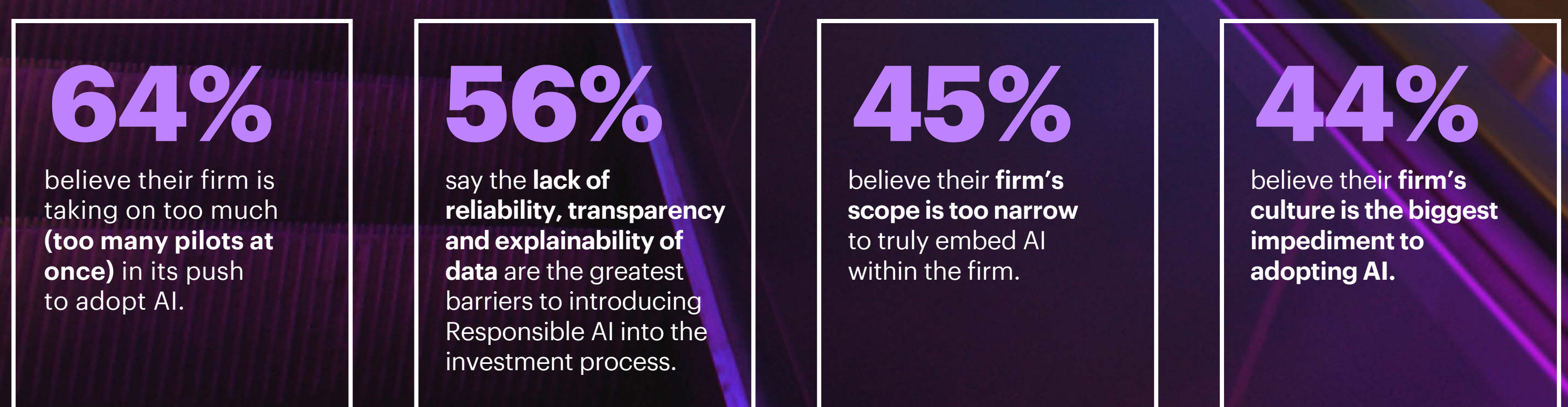
FAs know that AI is go

Infographic: AI in wealth management

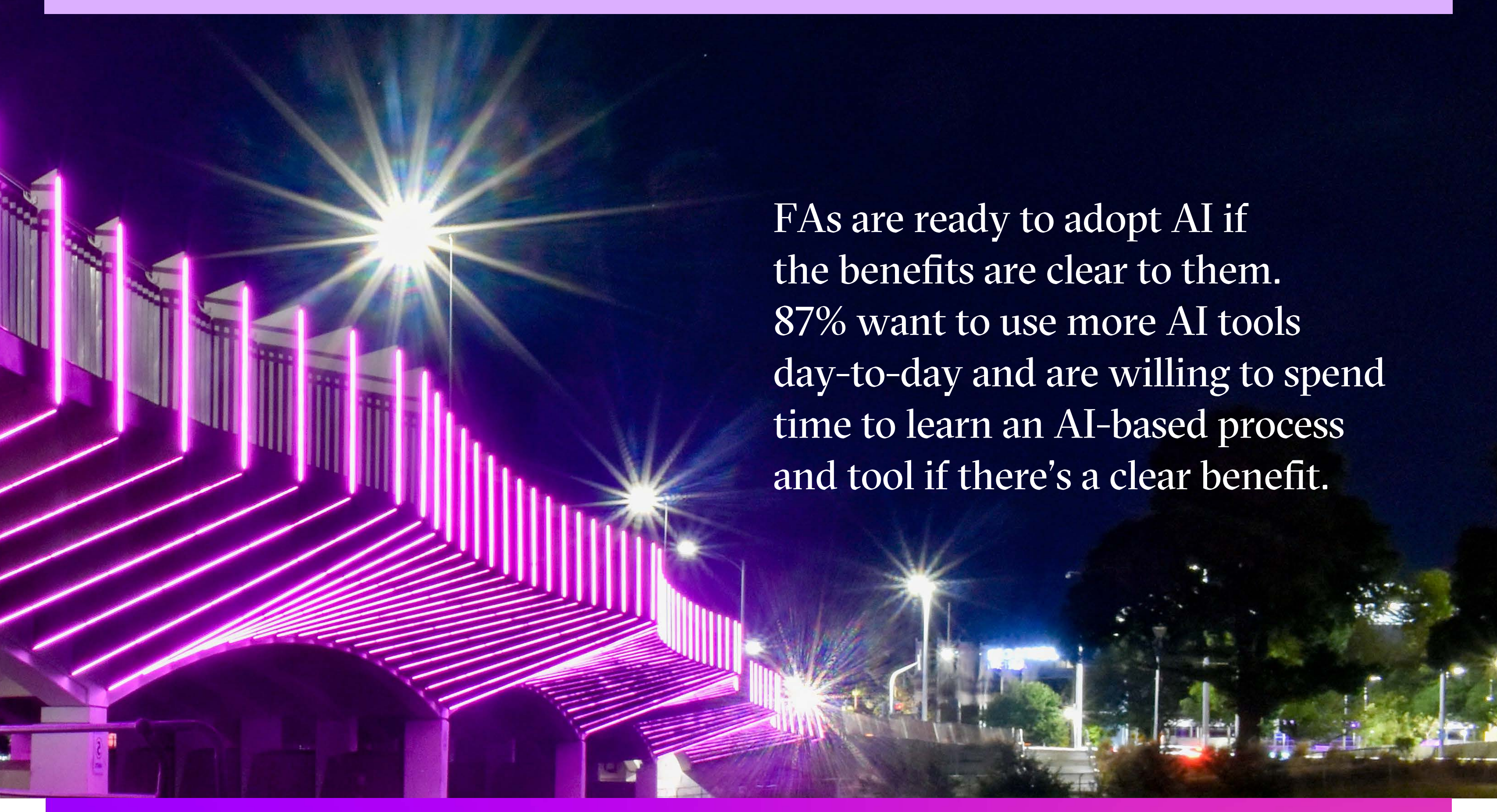
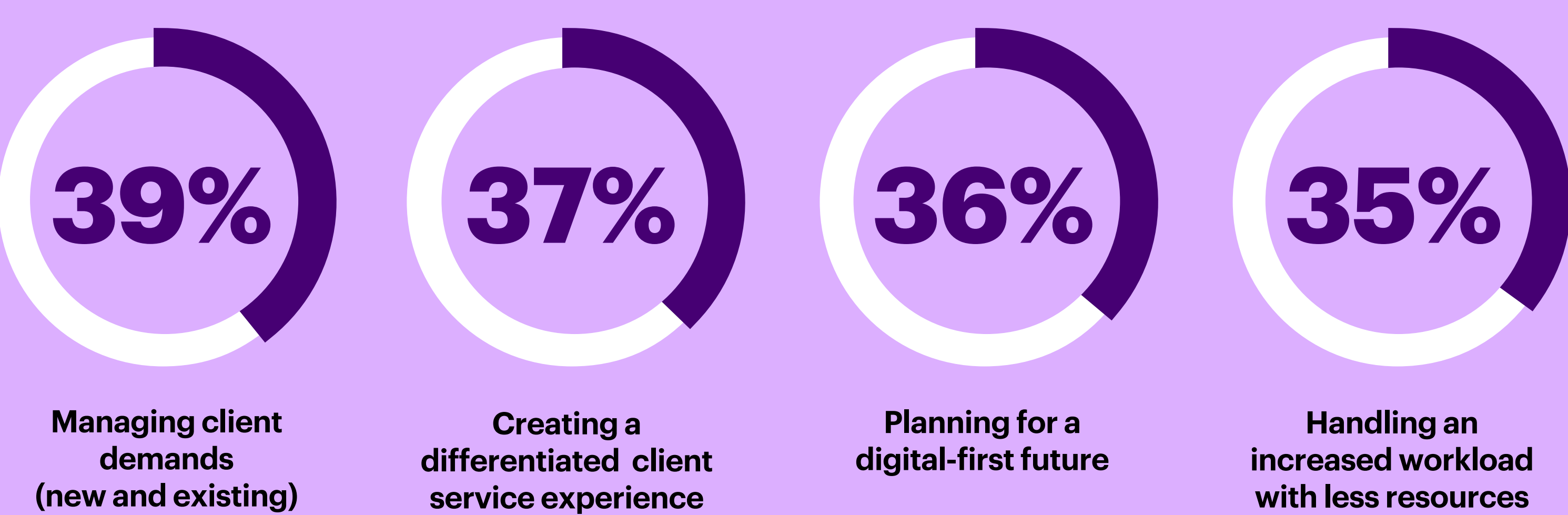
Our latest survey found that financial advisors (FAs) of today believe that their firms are capturing benefits from their AI investments in the following ways:



However, advisors also think that wealth management firms are running into these potential barriers:



In order for firms to maximize their AI investment and value, they need to ensure that their efforts could address the greatest challenges FA's face in their advisory at present:



FAs are ready to adopt AI if the benefits are clear to them. 87% want to use more AI tools day-to-day and are willing to spend time to learn an AI-based process and tool if there's a clear benefit.

About the survey

Context and approach At the start of 2022, Accenture conducted field research across the United States and Canada to interview 500 licensed Financial Advisors (FAs) from Wealth Managers, Nationwide Banks, Boutique Private Banks, Insurance Wealth Managers, Regional Banks, RIAs, and Independent RIAs to gain a deeper understanding of FAs' interaction with and attitude towards AI.

The data provides a holistic view of the sentiment towards AI, revenue, advisor model and type of firm.

Read the full report: [AI in wealth management: All systems go](#)

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