

# Digital Demands Reshaping the Wealth Management Industry

World Wealth Report 2014 from Capgemini and RBC Wealth Management



Globally, almost **two-thirds (65%)** of HNWI's expect to run most or all of their wealth relationships digitally in **five years**

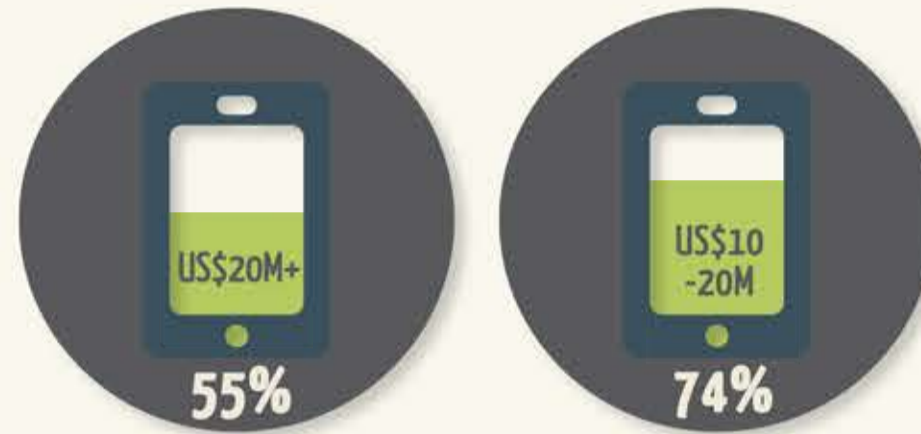
## Digital demands bust several myths

**Myth:** Digital is only for younger HNWI's



More than half of HNWI's aged 40+ would consider leaving their firm if an integrated channel experience is not provided.

**Myth:** Digital is only for HNWI's in lower wealth bands



Even the wealthiest HNWI's expect a largely digital wealth management relationship.

**Myth:** Digital is only for HNWI's directing their own portfolios

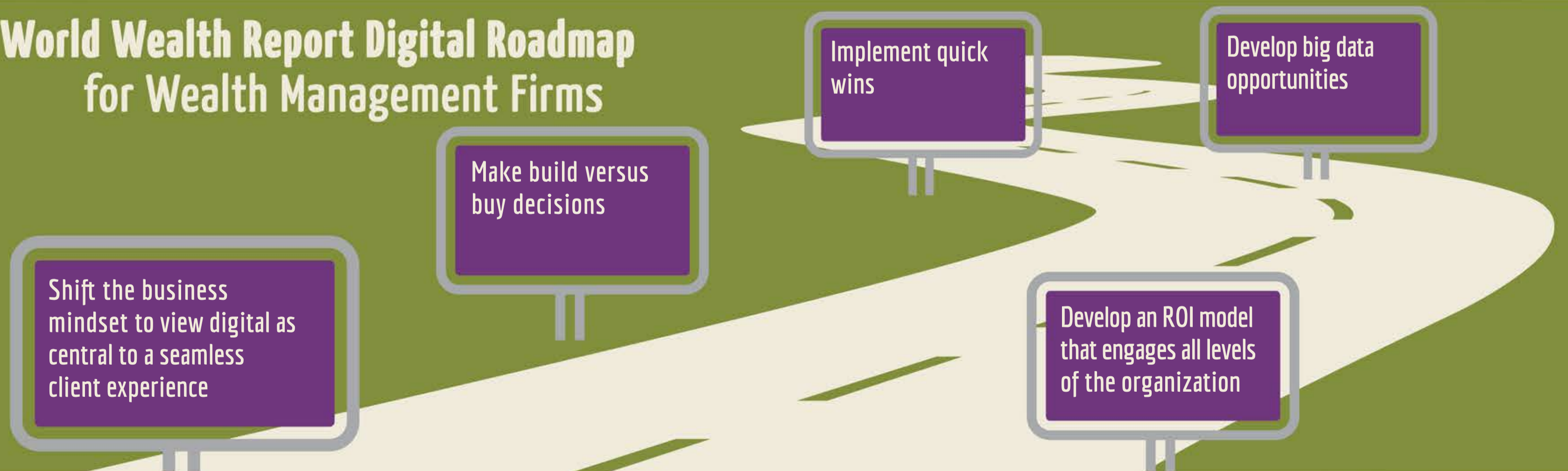


Even advice-seeking HNWI's expect their wealth management relationship to be primarily digital.

## HNWI's prioritize the web to keep them *informed* or *enable transactions* but favor more personal interactions to *engage* with firms for advice



## World Wealth Report Digital Roadmap for Wealth Management Firms



RBC Wealth Management

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