



# Client Experience Research Summary

March 2025



# Background & Objectives



## BACKGROUND

Baird is committed to delivering an exceptional client experience to investors. Baird seeks to measure delivery against this goal and prioritize options for further progress through regularly conducting client experience research.

The intention for this research is a robust assessment of the client perspective that will enable a data-driven strategy and inform smarter execution.



## OBJECTIVES

- Track progress against benchmark metrics established in the 2022 client experience survey to provide a fresh view on voice of the client
- Determine the underlying factors that most influence PWM clients' overall satisfaction and loyalty
- Uncover insights to inform client experience strategies in specific areas of the business (e.g., services/solutions, technology, communications)
- Identify and prioritize opportunities for further strengthening client relationships
- Get feedback on timely initiatives under consideration

# Research Methodology

PWM Client Experience Research Program Components			
1. Baird PWM stakeholder discussions with WSG, SSG, and FAAC to identify hypotheses and align on research priorities	2. Quantitative research: survey with Baird PWM clients to assess quality of the client experience, key drivers, and opportunities (Jan-Mar 2025)	3. Qualitative research: focus groups with Baird prospects to explore in depth the insights / opportunities identified in the survey (May-June)	4. Stakeholder workshop: build concrete action plans and cross-functional buy-in/ownership to maximize value of the research (July)

## FOCUS OF THIS REPORT

### Quantitative Research Methodology

- Online survey among Baird PWM Clients
  - 6,238 clients completed at least some portion of the survey
  - Fielded Jan-Feb 2025
- Statistical testing done at the 95% confidence level. Throughout the report, percentages shown in **bold** are statistically higher than underlined percentages
- Terms used to describe clients' preferred approach to working with an advisor to make financial decisions:
  - Delegator - Prefers to delegate most decisions to the advisor
  - Collaborator - Prefers to collaborate with advisor on most decisions
  - Driver - Prefers to make most of their own decisions with input from advisor

*8 Acre Perspective, an independent marketing research firm, conducted the research*