

# Retail Brokerage Report



**Retail brokers need to stay one step ahead of the competition by recognising and understanding the changing needs of customers and prospects and delivering a highly valued solution.**

Growth in the number of retail broker customers is set to plateau and the market is consolidating around fewer providers.

Retail brokers need to stay one step ahead of the competition by recognising and understanding the changing needs of customers and prospects and delivering a highly valued solution.

ACNielsen offers a unique value proposition to its clients. Its team has in-depth knowledge of financial services markets developed over almost a decade, and a suite of core research programs

undertaken bi-annually throughout the Asia Pacific.

ACNielsen's *Retail Brokerage Report* assesses those areas most affected by recent market changes, with a particular focus on new account activities, how clients are finding out about their new providers and, in particular, the growing importance of specific websites.

In addition, ACNielsen's team of finance sector specialists continually monitors market penetration, customer importance and satisfaction relative to competitors.

## Do you know:

- Your current market share?
- What motivates your clients to switch brokers, and how this is impacting on your own franchise?
- What key factors are driving broker choice and underpinning client relationships?
- The best way to communicate with your current or prospective clients?
- How new clients are applying for brokerage accounts and the efficiency of your application process?
- How satisfied your clients are and how this compares to your competitors' clients?
- Which competitors are most active within your franchise, which competitor sites your customers are accessing and what activities they are undertaking?
- The value of your brand equity?

# Retail Brokerage Report

## Questionnaire components

ACNielsen's *Retail Brokerage Report* delivers unique market intelligence on the retail broking sector, including:

- Competitive positioning versus major market participants for share of online relationships, tier position (composition of sole provider, lead, and secondary relationships), overall customer satisfaction and across 12 other categories
- Core features sought by clients versus competitor offerings, strength of linkages with main bank relationship, brand attributes, and asset classes used and desired by customers
- Market dynamics, including adoption rate of online share trading, composition of online traders (infrequent, occasional and regular users), barriers to take-up of online broking, and use of research sites and online tools
- Brand equity focus and comparison of perceptions of clients and non clients.

In addition, ACNielsen's database can be segmented according to numerous geographic, competitive or respondent profiles.

For more information, please contact:

Glenn Wealands, Director,  
Client Service, ACNielsen Australia  
T: 612 8873 7954  
F: 612 8873 7979  
E: [glenn.wealands@acnielsen.com.au](mailto:glenn.wealands@acnielsen.com.au)  
W: [www.acnielsen.com.au](http://www.acnielsen.com.au)

## Methodology

The *Retail Brokerage Report* typically captures the views of Australians who have an account with a brokerage service. The research is conducted every six months, and has been taking place since 1997.

To ensure data integrity, ACNielsen has a number of consistency checks built into the research design.

In addition, ACNielsen's team of research experts works with clients to ensure questionnaire design reflects their needs and changing market dynamics.

## Deliverables

All clients receive in-person presentations, and hard and soft copies of the reports.

## Expertise

The core members of ACNielsen's analyst team have over 20 years' combined experience in financial services research, analysis, insights and business consultancy.