



PREDICTIVE INSIGHT INTO CUSTOMER BEHAVIOR

# What are Your Customers Thinking? Want to Know?

Accurately predicting future customer investment behavior has been next to impossible. Only in a crisis do true preferences come to light - but then it is usually too late. BQ Advisory is the only behavioral prediction tool on the market that offers cutting-edge technology specifically for the financial services industry.

## LET US SHOW YOU HOW IT WORKS!

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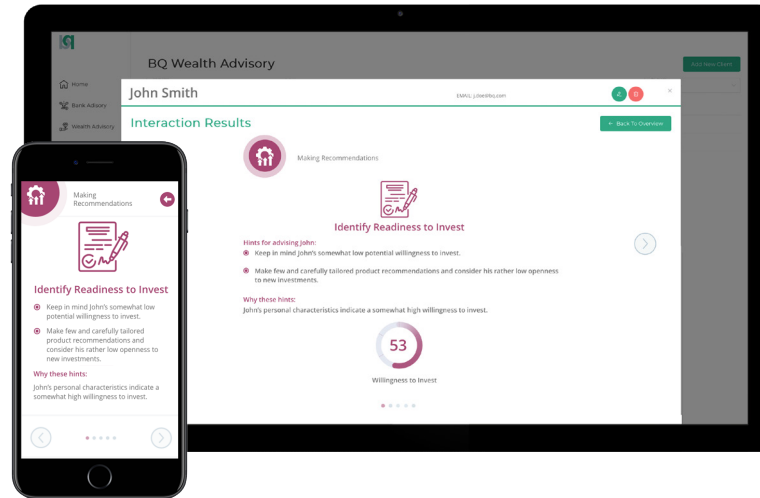
BQ Advisory is the key to understanding your customers. In times of crisis this means being able to better react to individual needs, boosting customer retention and making them feel valued.



BQ Advisory offers the first comprehensive digital solution for client and investment advice: radically personalized and needs-oriented.

## For Financial & Wealth Advisors

- Immediate client insight
- Actionable recommendations
- Behavior prediction scores
- Scientifically proven system
- Cutting-edge technology
- Duration 10 minutes



*“Investors think about financial advice differently to previous generations. It must be accessible anywhere and anytime. It has to be tailored to their personal values and needs as never before. Combining cutting-edge-technology with a trusted advisor who completely grasps the uniqueness of each individual is the future”*

Thomas Oberlechner, founder of BehaviorQuant

Thomas Oberlechner PhD is a trained clinical psychologist and University Professor from Vienna. Peoples' behavior and decisions have always been his passion. In his research positions at Harvard and MIT and his collaboration with the world's leading financial institutions, he showed that behavioral traits govern decision-making in the financial sector, just as they do elsewhere. In Silicon Valley, he turned his work into an easy-to-use turnkey solution: BehaviorQuant. Now everyone can improve their financial decision making with unprecedented quantitative insight.

400  
bps

### Behavioral Coaching

Behaviorally coaching clients can add up to 400 bps of value each year ([Merrill Lynch](#))

37%

### Customer Satisfaction

Customers' satisfaction predicts a large part (37%) of their loyalty to retail banks ([Odindo & Devlin](#))

51%

### Miscommunication

Failure to understand the client's goals and objectives leads 51% of clients to leave their advisor ([Demasters](#))