Investors are moving to digital, but one in three will still want print in five years.

66% converted at least one statement or bill to paperless within the last year

51% today

37% in three years

34% in five years

To elevate the value of statements, investors want to see:

- Highlight important information: 26%
- Let me choose how to receive my communications: 48%
- More historical/comparative data: 23%
- Financial management advice: 20%
- Peer-comparison data: 19%
- Money-saving tips: 14%

35% are interested in customizable, interactive digital communications

45% are interested in digital only

41% are interested in print and digital

28% are interested in print only

Other technologies should be applied to make a richer digital experience.

- 44% are interested in augmented reality
- 37% are interested in digital documents with customized sections that help them understand statements and bills
- 36% are interested in touch ID and facial recognition
- 32% are interested in short, personalized informational videos
- 29% are interested in artificial intelligence to help answer simple questions immediately
- 26% are interested in digital adoption hinges on better communication experiences.

45% said they would be very likely to go paperless if firms could deliver a better digital experience.

41% are very interested in innovating and communicating.

35% are very interested in managing technology.

23% are very interested in working more closely with technology vendors.

29% are very interested in forming digital partnerships.

13% are very interested in learning more about digital technology.

77% are very interested in learning about digital technologies.

满意度

想要了解更多的调查结果，请下载报告，2019年的沟通和联系趋势。

满意度

| 投资者对沟通和联系的满意度 | 26%
|---------------------------|-----------------------|
| 长度适中的个性化信息视频 | 29%
| 人工智能来回答简单问题 | 32%
| 触摸ID和面部识别技术 | 37%
| 根据客户的兴趣定制的电子文件 | 42%

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