Financial planners embrace AI

Across the world,

2 in 3 financial planners

report their firm **is using AI** or planning to in the next 12 months **(64%)**

Top global AI risks
reported by financial planners:

1 Data privacy & cybersecurity

2 Accuracy & reliability of outputs

3 Data quality issues

4 Lack of human touch

Globally, financial planners use AI to:

Serve clients

41%
Client communication

33%
Client data collection

30%
Client risk profiling

Improve operational efficiency

35%
Marketing & promotions

34%
Client onboarding

33%
Productivity & workflow optimization

Financial planners are optimistic about AI's potential to:

Help them better serve clients (78%)

Enhance quality of advice (60%)

Reduce cost of advice (59%)

Increase public access to advice (60%)

To further adapt to AI, financial planners want:

49%
further education in data analysis & interpretation skills

27%
best practice guidance in AI adoption

FPSB's Impact of Artificial Intelligence (AI) on Financial Planning global research surveyed 6,206 financial planners worldwide.