

Mystery_ESIP_2021 {Data.2DII}

Mystery shopping campaign 2021 - Countries ESIP

Description

The focus of the this mystery shopping campaign was to assess the compliance with the new MiFID II regulation and broader sustainability motivations. We allocated 6 hypothetical investor profiles to the mystery shoppers including e.g. Risk - averse, balanced and risk taker, and 2 groups per profile: want to invest green and agnostic. We assessed the following topics (please note that for duty of confidentiality we removed personal information of mystery shoppers and the bank name and recommended products): - Explanation of sustainability preferences - Advisor knowledge and expertise - Identification of sustainability preferences - Financial product presentation/recommendation - Final conclusion of the meeting.

Usage

Mystery_ESIP_2021

Format

A tibble with 199 rows and 200 variables:

Evaluation_ID

Evaluation_ID

Client_Survey_Name

Client_Survey_Name

Evaluation_Date

Evaluation_Date

Evaluation_Score

Evaluation_Score

YOUR VISIT

YOUR VISIT

PROFILE EVALUATION QUESTIONNAIRE

PROFILE EVALUATION QUESTIONNAIRE

THE ADVISOR'S KNOWLEDGE

THE ADVISOR'S KNOWLEDGE

CONSIDERING THE PREFERENCES EXPRESSED

CONSIDERING THE PREFERENCES EXPRESSED

The IMPACT

The IMPACT

CONCLUSION

CONCLUSION

Location_ID

Location_ID

Group

Group

Evaluation_Status

Evaluation_Status

q1

1. What is your profile?

q1_code

1. What is your profile?

q2

2. Date shop performed

q3

3. What is the name of the bank where you had a meeting?

q3_code

3. What is the name of the bank where you had a meeting?

q4

4. What is the title of the person who you had a meeting with?

q4_code

4. What is the title of the person who you had a meeting with?

q5

5. How long did the appointment last?

q6

6. Did the advisor ask you the following questions? Please select all that apply!

q6_1

6.1 Did the advisor ask you the following questions? Please select all that apply! Age

q6_2

6.2 Did the advisor ask you the following questions? Please select all that apply! Marital Status

q6_3

6.3 Did the advisor ask you the following questions? Please select all that apply! Investment aim

q6_4

6.4 Did the advisor ask you the following questions? Please select all that apply! Risk perception (willing to take risks or not)

q6_5

6.5 Did the advisor ask you the following questions? Please select all that apply! Current income

q6_6

6.6 Did the advisor ask you the following questions? Please select all that apply! Current expenses

q6_7

6.7 Did the advisor ask you the following questions? Please select all that apply! Savings capacity / Monthly savings

q6_8

6.8 Did the advisor ask you the following questions? Please select all that apply! Assets

q6_9

6.9 Did the advisor ask you the following questions? Please select all that apply! Buffer

q6_10

6.10 Did the advisor ask you the following questions? Please select all that apply! None

q7

7. What tools did the financial advisor use to record responses to define your profile?

q7_code

7. What tools did the financial advisor use to record responses to define your profile?

q7_other

If other, please specify:

q7_other_code

If other, please specify:

q8

8. When the advisor identified your profile, what aspects did he cover? Please select all that apply!

q8_1

8. When the advisor identified your profile, what aspects did he cover? Please select all that apply! - your savings: do you have savings, financial investments?

q8_2

8. When the advisor identified your profile, what aspects did he cover? Please select all that apply! - your risk aversion: are you willing to take risks to make money but maybe lose it too?

q8_3

8. When the advisor identified your profile, what aspects did he cover? Please select all that apply! - your professional situation: on a fixed-term contract, employee, unemployed

q8_4

8. When the advisor identified your profile, what aspects did he cover? Please select all that apply! - your financial goals: save for retirement, to go on vacation, to buy a house, to make a profit

q8_5

8. When the advisor identified your profile, what aspects did he cover? Please select all that apply! - your family situation: age, marital status...

q8_6

8. When the advisor identified your profile, what aspects did he cover? Please select all that apply! - your environmental non-financial objectives: it is important for you that your investments benefit the environment

q8_7

8. When the advisor identified your profile, what aspects did he cover? Please select all that apply! - your financial experience: Do you have any experience in the financial world; do you have stocks or bonds?

q8_8

8. When the advisor identified your profile, what aspects did he cover? Please select all that apply! - your financial knowledge: Do you have any knowledge of the financial world; do you have stocks or bonds?

q8_9

8. When the advisor identified your profile, what aspects did he cover? Please select all that apply! - your extra-financial knowledge: Do you have any knowledge about social or environmental topics?

q8_10

8. When the advisor identified your profile, what aspects did he cover? Please select all that apply! - your extra-financial experience: Do you have any experience in social or environmental finance?

q8_11

8. When the advisor identified your profile, what aspects did he cover? Please select all that apply! - your social non-financial goals: it is important for you that your investments are beneficial for society (employment for example)

q8_12

8. When the advisor identified your profile, what aspects did he cover? Please select all that apply! - None of the above

q9

9. After asking all these questions, did the advisor summarize your profile?

q9_code

9. After asking all these questions, did the advisor summarize your profile?

q10

10. Did this summary correspond with your expectations/needs?

q10_code

10. Did this summary correspond with your expectations/needs?

q10_other

If No, please explain why:

q10_other_code

If No, please explain why:

q11

11. If the advisor questioned your risk aversion, how did he ask you?

q11_1

11. If the advisor questioned your risk aversion, how did he ask you? - He offered you a scenario with a concrete example showing your risks of losses and gains in a particular situation. For example, 'Are you ready to risk losing 1000 € if you can perhaps win 2000?'.

q11_2

11. If the advisor questioned your risk aversion, how did he ask you? - He presented you with the different existing risk profiles and asked you to choose yours.

q11_3

11. If the advisor questioned your risk aversion, how did he ask you? - He presented you the different existing risk profiles, then after you had chosen yours he asked you for confirmation with an example.

q11_4

11. If the advisor questioned your risk aversion, how did he ask you? - He asked you directly how you characterized your risk and relied on your answer without checking questions.

q11_5

11. If the advisor questioned your risk aversion, how did he ask you? - He offered you a scenario with several concrete examples.

q11_6

11. If the advisor questioned your risk aversion, how did he ask you? - He offered you a scenario with several concrete examples.

q12

12. Did the advisor ask questions regarding your interest in environmental issues?

q12_code

12. Did the advisor ask questions regarding your interest in environmental issues?

q13

13. Did the advisor only consider the financial aspect of the environmental products?

q13_code

13. Did the advisor only consider the financial aspect of the environmental products?

q14

14. Did the advisor speak to you about the extra-financial (social, environmental, ethical aspects) characteristics of the products?

q14_code

14. Did the advisor speak to you about the extra-financial (social, environmental, ethical aspects) characteristics of the products?

q15

15. After you asked questions about sustainable products, how did the advisor react?

q15_code

15. After you asked questions about sustainable products, how did the advisor react?

q16

16. Did the advisor offer you a sustainable product?

q16_code

16. Did the advisor offer you a sustainable product?

q17

17. If the advisor offered any sustainable products what were his arguments?

q17_1

17. If the advisor offered any sustainable products what were his arguments? - they are funds that have existed for a long time

q17_2

17. If the advisor offered any sustainable products what were his arguments? - you can choose yourself in which themes you want to invest

q17_3

17. If the advisor offered any sustainable products what were his arguments? - they have a positive impact on the ecological transition

q17_4

17. If the advisor offered any sustainable products what were his arguments? - they are managed by experts in this field

q17_5

17. If the advisor offered any sustainable products what were his arguments? - these are products of companies selected on responsible criteria

q17_6

17. If the advisor offered any sustainable products what were his arguments? - they are labeled

q17_7

17. If the advisor offered any sustainable products what were his arguments? - his arguments were uncertain/unclear

q17_8

17. If the advisor offered any sustainable products what were his arguments? - none of the above, other:

q17_other

If other, please specify:

q17_other_code

If other, please specify:

q18

18. What were the advantages he listed for you?

q18_1

18. What were the advantages he listed for you? - these are products that are very popular

q18_2

18. What were the advantages he listed for you? - they are not risky

q18_3

18. What were the advantages he listed for you? - they are products of the future

q18_4

18. What were the advantages he listed for you? - they promote sustainable actions

q18_5

18. What were the advantages he listed for you? - they are profitable

q18_6

18. What were the advantages he listed for you? - they promote a responsible and united economy

q18_7

18. What were the advantages he listed for you? - they have a positive impact on the environment

q18_8

18. What were the advantages he listed for you? - they are liquid / available

q18_9

18. What were the advantages he listed for you? - other

q18_other

If other, please specify:

q18_other_code

If other, please specify:

q19

19. What were the disadvantages?

q19_1

19. What were the disadvantages? - these products are risky

q19_2

19. What were the disadvantages? - these products are risky - these are products that are not very liquid / available

q19_3

19. What were the disadvantages? - these are products that are complicated to understand

q19_4

19. What were the disadvantages? - these are only large companies that offer these products

q19_5

19. What were the disadvantages? - he ignored the question

q19_6

19. What were the disadvantages? - other:

q19_other

If other, please specify:

q19_other_code

If other, please specify:

q20

20. Did the advisor list/mention the following terms to you? Please select all that apply!

q20_1

20. Did the advisor list/mention the following terms to you? Please select all that apply! - green bonds

q20_2

20. Did the advisor list/mention the following terms to you? Please select all that apply! - thematic funds / green funds

q20_3

20. Did the advisor list/mention the following terms to you? Please select all that apply! - sustainable finance / responsible finance

q20_4

20. Did the advisor list/mention the following terms to you? Please select all that apply! - impact / impact investment

q20_5

20. Did the advisor list/mention the following terms to you? Please select all that apply! - solidarity finance / ethical finance

q20_6

20. Did the advisor list/mention the following terms to you? Please select all that apply! - best-in-class / best-in-universe

q20_7

20. Did the advisor list/mention the following terms to you? Please select all that apply! - shareholder engagement

q20_8

20. Did the advisor list/mention the following terms to you? Please select all that apply! - SRI / ESG

q20_9

20. Did the advisor list/mention the following terms to you? Please select all that apply! - SRI label or similar

q20_10

20. Did the advisor list/mention the following terms to you? Please select all that apply! - Greenfin label or similar

q20_11

20. Did the advisor list/mention the following terms to you? Please select all that apply! - climate fund / low carbon fund / funds aligned with the Paris Agreement

q20_12

20. Did the advisor list/mention the following terms to you? Please select all that apply! - exclusion

q20_13

20. Did the advisor list/mention the following terms to you? Please select all that apply! - wallet temperature

q20_14

20. Did the advisor list/mention the following terms to you? Please select all that apply! - None of the above

q21

21. When you mentioned each of these words, was the advisor aware of them? Please check the words the advisor knew!

q21_1

21. When you mentioned each of these words, was the advisor aware of them? Please check the words the advisor knew! - engagement

q21_2

21. When you mentioned each of these words, was the advisor aware of them? Please check the words the advisor knew! - ISR

q21_3

21. When you mentioned each of these words, was the advisor aware of them? Please check the words the advisor knew! - green bonds

q21_4

21. When you mentioned each of these words, was the advisor aware of them? Please check the words the advisor knew! - exclusion

q21_5

21. When you mentioned each of these words, was the advisor aware of them? Please check the words the advisor knew! - thematic investments

q21_6

21. When you mentioned each of these words, was the advisor aware of them? Please check the words the advisor knew! - ESG

q21_7

21. When you mentioned each of these words, was the advisor aware of them? Please check the words the advisor knew! - wallet temperature

q21_8

21. When you mentioned each of these words, was the advisor aware of them? Please check the words the advisor knew! - sustainable finance

q21_9

21. When you mentioned each of these words, was the advisor aware of them? Please check the words the advisor knew! - impact

q21_10

21. When you mentioned each of these words, was the advisor aware of them? Please check the words the advisor knew! - best-in-class

q22

22. Did you have the impression that the advisor was trained to answer the questions you asked him about your ESG objectives?

q22_code

22. Did you have the impression that the advisor was trained to answer the questions you asked him about your ESG objectives?

q23

23. Did the advisor have any knowledge about green products?

q23_code

23. Did the advisor have any knowledge about green products?

q24

24. If the advisor did not seem to have any knowledge of "green" products, what was his next step?

q24_code

24. If the advisor did not seem to have any knowledge of "green" products, what was his next step?

q24_other

If other, please specify:

q24_other_code

If other, please specify:

q25

25. If the advisor had knowledge about "green" products, what was his next step? Select all that apply!

q25_code

25. If the advisor had knowledge about "green" products, what was his next step? Select all that apply!

q25_other

If other, please specify:

q25_other_code

If other, please specify:

q26

26. You have indicated your interest in sustainable investing to the advisor. What was the advisor's reaction when you asked him which products might match your investment goals? Select all that apply!

q26_code

26. You have indicated your interest in sustainable investing to the advisor. What was the advisor's reaction when you asked him which products might match your investment goals? Select all that apply!

q26_other

If other, please specify:

q26_other_code

If other, please specify:

q27

27. Please list the products that the advisor offered you:

q27_code

27. Please list the products that the advisor offered you:

q28

28. Finally, after expressing your preferences, did the advisor offer you sustainable products?

q28_code

28. Finally, after expressing your preferences, did the advisor offer you sustainable products?

q28_yes

If "Yes, but ultimately these products presented as sustainable did not convince you" - please explain why:

q28_yes_code

If "Yes, but ultimately these products presented as sustainable did not convince you" - please explain why:

q29

29. If the advisor offered you a sustainable product, how was the advisor's perception regarding this product?

q29_code

29. If the advisor offered you a sustainable product, how was the advisor's perception regarding this product?

q30

30. When you asked the advisor if these investments (in green products) were risky what was his response?

q30_code

30. When you asked the advisor if these investments (in green products) were risky what was his response?

q31

31. Can you elaborate on your answer in a few words regarding the previous question?

q32

32. Did the advisor put you under pressure to choose a particular product?

q32_code

32. Did the advisor put you under pressure to choose a particular product?

q33

33. How did the advisor try to influence you?

q33_code

33. How did the advisor try to influence you?

q34

34. After you had asked the advisor how you could ensure that your money was properly invested based on your extra-financial objectives, what arguments did he use?

q34_1

34. After you had asked the advisor how you could ensure that your money was properly invested based on your extra-financial objectives, what arguments did he use? - There is independent control over this

q34_2

34. After you had asked the advisor how you could ensure that your money was properly invested based on your extra-financial objectives, what arguments did he use? - The state checks the product

q34_3

34. After you had asked the advisor how you could ensure that your money was properly invested based on your extra-financial objectives, what arguments did he use? - Report publications are sent to you

q34_4

34. After you had asked the advisor how you could ensure that your money was properly invested based on your extra-financial objectives, what arguments did he use? - The advisor did not really know

q34_5

34. After you had asked the advisor how you could ensure that your money was properly invested based on your extra-financial objectives, what arguments did he use? - Other:

q34_other

If other, please specify:

q34_other_code

If other, please specify:

q35

35. During your interview, did the advisor mention the word "impact"?

q35_code

35. During your interview, did the advisor mention the word "impact"?

q36

36. For profiles 1, 3 and 5. Please repeat the word impact several times and make sure that you are looking for a product with "impact in life / the real economy". What was the advisor's reaction?

q36_code

36. For profiles 1, 3 and 5. Please repeat the word impact several times and make sure that you are looking for a product with "impact in life / the real economy". What was the advisor's reaction?

q37

37. When you asked the advisor what could prove the impact of the investment in offered products regarding your preferences, what did he say to you?

q37_code

37. When you asked the advisor what could prove the impact of the investment in offered products regarding your preferences, what did he say to you?

q37_other

If other, please specify:

q37_other_code

If other, please specify:

q38

38. What arguments were used by the advisor to prove the impact of the fund he was offering you?

q31_1

38. What arguments were used by the advisor to prove the impact of the fund he was offering you? - reports are published regularly

q31_2

38. What arguments were used by the advisor to prove the impact of the fund he was offering you? - it is a labeled product

q31_3

38. What arguments were used by the advisor to prove the impact of the fund he was offering you? - he gave you an unconvincing example

q31_4

38. What arguments were used by the advisor to prove the impact of the fund he was offering you? - he showed you internet articles and documentation

q31_5

38. What arguments were used by the advisor to prove the impact of the fund he was offering you? - the state controls it

q31_6

38. What arguments were used by the advisor to prove the impact of the fund he was offering you? - he gave you an example that convinced you

q31_7

38. What arguments were used by the advisor to prove the impact of the fund he was offering you? - CO2 emissions from companies in the funds are inferior to others

q31_8

38. What arguments were used by the advisor to prove the impact of the fund he was offering you? - he told you that he could not prove it

q31_9

38. What arguments were used by the advisor to prove the impact of the fund he was offering you? - he avoided the question

q31_10

38. What arguments were used by the advisor to prove the impact of the fund he was offering you? - other

q31_other

If other, please specify :

q31_other_code

If other, please specify :

q39

39. What is the name of the product offered?

q40

40. What were the pros and cons that the advisor used when presenting you with impactful products?

q41

41. At the end of your meeting, did the advisor give you a summary of your interview?

q41_code

41. At the end of your meeting, did the advisor give you a summary of your interview?

q42

42. In case you did not receive a summary of your meeting, after you asked for it, did you receive one?

q42_code

42. In case you did not receive a summary of your meeting, after you asked for it, did you receive one?

q43

43. Did the advisor inform you about extra costs linked to your investment?

q43_code

43. Did the advisor inform you about extra costs linked to your investment?

q44

44. Indicate here any additional remarks about your appointment

q45

45. Please provide feedback about your experience in general and the advisor's level of proficiency. How satisfied were you with offered products?

[Package *Data.2DII* version 0.0.0.9000 [Index](#)]