

Mystery Shopping campaign 2023

Description

DescriptionThe focus of the this mystery shopping campaign was to assess the compliance with the new MiFID II regulation and broader sustainability motivations. We allocated 2 hypothetical investor profiles to the mystery shoppers including. 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_EEI_2023

Format

A tibble with 98 rows and 42 variables:

ID

Evaluation_ID

Client_Survey_Name

Client_Survey_Name

Evaluation_Date

Evaluation_Date

Location_ID

Location_ID

Location_Name

Location_Name

Country

Country

Evaluation_Status

Evaluation_Status

q1

1. What is your Mystery Shopper Profile?

q2

2. Date of appointment

q3

3. What is the name of the bank where you had an appointment? Please select.

q4

4. What is the title of the person you had an appointment with?

q5

5. What was the gender of the advisor?

q6

6. How long did the appointment last?

q7

7. Did the advisor bring up the subject of sustainability preferences without any prompting?

q8

8. Did the advisor focus first on assessing your financial/investment objectives, before starting to talk about sustainability preferences?

q9

9. Did the advisor give you an explanation of sustainability preferences?

q10

10. What was included in the advisor's explanation of sustainability preferences? (Pls select all that apply)

q11

11. In the explanation of sustainability preferences, did the advisor refer to different sustainability goals/objectives you might have for your investments? (Pls select all that apply)

q12

12. Was the explanation linked to the financial products which the advisor could recommend or to all financial products on the market?

q13

13. Was the explanation of sustainability preferences provided in a neutral and unbiased manner?

q14

14. When you asked whether investing in green products was risky, how did the advisor respond?

q15

15. Did you fully understand the explanation of sustainability preferences?

q16

16. Did the advisor check that you had understood the explanation of sustainability preferences?

q17

17. Did the advisor appear well trained and competent in sustainable finance generally?

q18

18. If you noticed a problematic lack of knowledge/expertise at any moment of the interview, please indicate those moments:

q19

19. Did the advisor ask what your own sustainability preferences are?

q20

20. Did the advisor ask you about your own sustainability preferences before presenting any financial products to you?

q21

21. Did the advisor ask you about the minimum proportion you want to invest in line with your sustainability preferences?

q22

22. How was the minimum proportion you want to invest in line with your sustainability preferences assessed?

q23

23. When you asked whether it can be guaranteed that human rights are respected by companies which are invested in, how did the advisor respond?

qA1

A1. When you expressed a desire to have a minimum proportion of 100% invested in environmentally sustainable investment with a focus on climate mitigation and climate adaptation, how did the advisor respond?

qB1

B1. When you expressed a desire to invest in a way which generates positive impact in the real world and asked what could prove/demonstrate the impact of any investment, how did the advisor respond?

q24

24. What tools did the advisor use to record information about your sustainability preferences?

q25

25. After asking all these questions, did the advisor summarize your profile in relation to sustainability preferences?

q26

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

q27

27. Did the advisor present a financial product to you without asking whether you want to adapt your sustainability preferences?

q30

30. If the advisor was not able to present a financial product which matches your sustainability preferences, what were the advisor's next steps?

q31

31. If the advisor asked you whether you wanted to adapt your sustainability preferences because they do not have a suitable financial product, was the advisor transparent that other financial products which do match your sustainability preferences might be available from other advisors?

q32

32. If the advisor asked you whether you wanted to adapt your sustainability preferences, did you feel you were influenced to adapt your sustainability preferences to a financial product which the advisor could recommend? Did the advisor put you under pressure to choose a product?

q33

33. What tools did the advisor use to record information about whether you changed your sustainability preferences?

q34

34. At the end of the appointment, did the advisor give you a summary?

q35

35. In case the advisor did not give you a summary at the end of the appointment, after you asked for it, did you receive one?

Details

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