

Mystery_2022 {Data.2DII}

Mystery shopping campaign 2022

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 4 hypothetical investor profiles to the mystery shoppers including e.g. an impact-oriented green investor profile or a pure value-oriented investor profile. 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_2022

Format

A tibble with 253 rows and 54 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?

DATE

2. Date of appointment

Q3

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

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 on their own without any prompting?

Q8

8. Did the focus on sustainability preferences begin after the assessment of traditional investment objectives?

Q9

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

Q10_1

10. Which different aspects were included in the advisor's explanation of sustainability preferences? (Pls select all that apply)_1

Q10_2

10. Which different aspects were included in the advisor's explanation of sustainability preferences? (Pls select all that apply)_2

Q10_3

10. Which different aspects were included in the advisor's explanation of sustainability preferences? (Pls select all that apply)_3

Q10_4

10. Which different aspects were included in the advisor's explanation of sustainability preferences? (Pls select all that apply)_4

Q10_5

10. Which different aspects were included in the advisor's explanation of sustainability preferences? (Pls select all that apply)_5

Q10_6

10. Which different aspects were included in the advisor's explanation of sustainability preferences? (Pls select all that apply)_6

Q10_7

10. Which different aspects were included in the advisor's explanation of sustainability preferences? (Pls select all that apply)_7

QD1

D1. When you asked what was meant by the Do No Significant Harm principle and whether it means that it can be guaranteed human rights are respected by companies which are invested in, what was the advisor's response?

Q11_1

11. In the explanation of sustainability preferences and initial discussion, did the advisor refer to different sustainability goals/objectives you might have for your investments? (Pls select all that apply)_1

Q11_2

11. In the explanation of sustainability preferences and initial discussion, did the advisor refer to different sustainability goals/objectives you might have for your investments? (Pls select all that apply)_2

Q11_3

11. In the explanation of sustainability preferences and initial discussion, did the advisor refer to different sustainability goals/objectives you might have for your investments? (Pls select all that apply)_3

Q11_4

11. In the explanation of sustainability preferences and initial discussion, did the advisor refer to different sustainability goals/objectives you might have for your investments? (Pls select all that apply)_4

Q12

12. Was the explanation of sustainability preferences provided by reference to all financial products available on the market (i.e. the explanation was not limited to the financial products which the advisor could recommend)?

Q13

13. Did the advisor use any materials to assist with the explanation of sustainability preferences?

Q14_1

14. If materials were used, when were they introduced?_1

Q14_2

14. If materials were used, when were they introduced?_2

Q14_3

14. If materials were used, when were they introduced?_3

Q14_4

14. If materials were used, when were they introduced?_4

Q15

15. If materials were used, how familiar was the advisor with the presented material?

Q16

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

Q17

17. When you asked the advisor whether investing in green products was risky what was the response?

Q18

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

Q19

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

Q20

20. Did you have the impression that the advisor was well-trained and competent in sustainable finance generally?

Q21

21. Did the advisor make a genuine step to try to identify what your sustainability preferences were?

Q22

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

Q23

23. What was the minimum proportion which you want to invest in line with your sustainability preferences assessed?

Q24

24. What tools did the advisor use to record information?

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. How were financial products presented to you?

Q29

29. Did the advisor present a financial product which matched both traditional investment objectives and sustainability preferences?

QK1

K1. Was the advisor able to present a financial product which matches your sustainability preferences?

Q31

31. If the advisor was not able to present a financial product which matches your sustainability preferences but instead presented other financial products and gave you the opportunity to change your sustainability preferences, was the advisor transparent that financial products which do match your sustainability preferences might be available elsewhere on the market?

Q32

32. If the advisor gave you the opportunity to change 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. How did the advisor record whether you changed your sustainability preferences?

Q34

34. At the end of the appointment, did the advisor spontaneously 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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