

IB BUSINESS IA: UBS

Research Proposal

Research Question

How could UBS improve their client attrition? What measures should UBS take to improve their client attrition?

Rationale

UBS wants to improve their client attrition for many reasons. Avoiding client attrition is important because with less assets to manage, business production goes down. The result is that both the advisors and UBS ultimately make less money.

Theoretical Framework

Marketing, more specifically, increasing the marketing budget, customer engagement methods such as advisory groups and strong social media platforms. Also the use of above-the-line and below-the-line marketing and knowing when and how to use them.

Methodology

The procedure of the study will be carried-out at a primary level. Primary research was conducted to Jennifer Reid, a UBS financial advisor at her office. An interview was managed in order to identify key issues pertaining to this line of work. The interview was also needed to grasp a better understanding of financial advising in general. In the meeting, I obtained several cases and handouts containing information about client attrition. Although other topics were discussed, the issue of client attrition continued to be an issue of concern. To help solve these

Post Link -
note that
proposal
should
precede
research

issues, secondary research should be carried out in order to collect data and information related to the industry. For example, various sources will better create a structure for the industry as a whole and can help find comparisons at other financial service firms. UBS could use this information to see if it would help them address client attrition. Additionally, getting data from other companies from databases or other forms, can help me conduct questions to see if UBS could use similar methods. Finally, once I gain a better understanding of the industry and see visual data, I will be able to create my own solutions.

Anticipated Difficulties

Because a lot of UBS's data comes from clients, most of the information is confidential. Additionally, a lot of the data also comes from the business records which has to do with other people's money and confidential responses. Therefore, I have a lot of confidential information. If I can present the important data with maybe blacking out the confidential information, this could be a easy solution. I will need to discuss with the company what needs to be blacked out first. Another difficulty could be that, because business records are confidential, it may be difficult finding secondary sources on the data I will need. If this is the case, I may need to find other financial advising companies and ask them my questions via primary research instead of secondary.

Good

Action Plan

Although I already finished my initial interview, I plan on continually asking my inside source questions to complete my project. The first rough draft is due December 11th. To complete this task I'm just going to try and write as much I possible can by this date. After this date, during the

winter break, I plan on getting everything written down in the correct format as well so it is ready to turn in by the beginning of the second semester.

Word count: 496