

Attack Of The Robo Advisor

Introduction

The case, ****“Attack of the Robo Advisor,”**** examines how robo-advisory – automated investment advisory service – is gradually creating disruption in the marketplace. Robo-advisors are fully automated online services that offer financial advice and invest clients’ money by using a piece of code.

Conventional Consultants

These old-fashioned investment advisory companies are developed on the principles of customized recommendations and long-term client interaction. But they operate under so much risk because of robo-advisors that offer the same services at a cheaper price.

Traditional Firms

Traditional firms are contractual establishments that are constrained in their ability to change how they operate because they do not own the technology platforms on which they are based.

Conclusion

In the “Attack of the Robo Advisor” case the authors describe one of the most critical turning points in financial advisory business. Algorithms make robo-advisors much cheaper and more accessible and hence traditional firms are not threatened yet here, they can use technology to improve the level of service offered to a new level.

Recommendation

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit thecasesolution.com for detailed analysis and more case studies.