Helping advisers get AI-ready starts with better data

Vanguard

High quality data helps advisers deliver more personalised, efficient and scalable client support

Vanguard's approach to AI

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Improving investor outcomes while maintaining trust and human oversight.

Outcome-focused
AI should help advisers deliver better investor outcomes

Trusted & Responsible
Strong governance, privacy and human oversight matter

Human-centered
Technology should support – not replace – the Adviser relationship

10 steps to get your data AI-ready

Capture data for better client outcomes

1. **Standardise client information**
   Record information in a consistent, structured way using standard categories, to ensure data is clear and usable.
2. **Build complete client profiles**
   Capture up-to-date client context and preferences, and think beyond individuals to include family members / linked clients for a full picture.
3. **Record information at the source**
   Enter key details directly into systems rather than relying on notes or emails.

Build strong & trusted data foundations

4. **Keep data consistent**
   Align information across systems used (e.g. CRM, planning tools and platforms).
5. **Prioritise data quality over quantity**
   Accurate, up-to-date information is more valuable than large volumes of incomplete or inaccurate data.
6. **Keep client activity records current**
   Regularly update meeting notes, calls and interactions to maximise the benefit of tools which can quickly summarise and support personalisation.
7. **Align with regulation**
   Clear, structured data supports documentation, auditability and compliance, helping to meet regulatory requirements with confidence.
8. **Protect client data**
   Use secure systems, follow enterprise policies when managing sensitive information, and apply strong cybersecurity practices to minimise risk.

Prepare for AI-enabled advice

9. **Start with the end in mind**
   Decide on the tasks you want automated, then ensure data is well-organised and accurate so automation can work effectively.
10. **Develop an AI-ready mindset**
    Stay curious and open to new tools, and treat data capture as a strategic part of delivering high-quality advice.

How AI will support advisers over time

Assist
Supporting tasks such as meeting preparation and summarising

Augment
Providing insights and personalised recommendations

Action
Automating routine processes to improve efficiency

Strong data foundations today help advisers deliver better client outcomes tomorrow

Examples to get data AI-ready

1	**Standardise client information**	1. Use dropdowns instead of free-text wherever possible 2. Standardise categories (income bands, risk profiles, goals) 3. Avoid notes like "high earner" or "cautious investor" without defined meaning
2	**Build complete client profiles**	1. Life goals (retirement lifestyle, family priorities) 2. Behavioural preferences (risk tolerance, decision style) 3. Communication preferences (phone, appointment, email) 4. Marketing preferences (opt in/out to marketing comms) 5. Life events timeline 6. Accurate names (full vs. preferred name, prefix title) 7. Think beyond individuals - include relevant family members or linked clients so the full picture is captured
3	**Record information at the source**	1. Record key facts directly into CRM fields 2. Avoid storing critical info in email or PDFs 3. Convert meeting outcomes into structured updates 4. Avoid duplicating details across notes and CRM - keep a single version updated
4	**Keep data consistent**	1. Align CRM, planning tools, and other advice systems 2. Use consistent client identifiers 3. Avoid duplicate records
5	**Prioritise data quality over quantity**	1. Regular data validation checks 2. Removing outdated records 3. Ensuring key fields are always completed 4. Flag missing or unclear fields early to avoid rework later
6	**Keep client activity records current**	1. Key client concerns 2. Decision triggers 3. Advice rationale 4. Follow-up actions 5. Changes in client circumstances
7	**Align with regulation**	1. Clearly document suitability assessments 2. Ensure advice rationale is traceable 3. Standardise risk profiling 4. Follow data retention rules
8	**Protect client data**	1. Follow strict data access controls 2. Avoid storing client info in unsecured tools 3. Understand how AI tools use client data 4. Use firm-approved tools and channels only 5. Use secure passwords
9	**Start with the end in mind**	**Structure data for:** 1. Automated client reviews 2. Client monitoring alerts (e.g., risk changes or renewals) 3. Personalised communications 4. Predictive life-event insights
10	**Develop an AI-ready mindset**	1. Treat data as strategic, not as an admin task 2. Be consistent in how you record information 3. Stay informed on AI and regulatory developments 4. Think about long-term data value 5. Experiment with low-risk automation opportunities

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