# Investment industry embraces AI and automation for future growth



As the investment industry undergoes rapid transformations driven by technological advancements, companies across various sectors are increasingly integrating artificial intelligence (AI) and automation into their operational frameworks to enhance efficiency, drive growth, and better serve clients.

At the forefront of this trend is Endowus, a leading digital wealth management platform in Asia. Recently, during the Asian Private Wealth Management Year-End Review 2024, Samuel Rhee, Co-founder, Chairman, and Chief Investment Officer of Endowus, shared insights into how the firm has leveraged AI to innovate its offerings. Endowus experienced exceptional growth in 2024, with client assets surpassing $7 billion, fuelled by a demand for digital investment platforms and a shift toward alternative assets. "All wealth managers benefited from the tailwind of rising markets, but Endowus also benefited from the transition and adoption of digital wealth across broad swathes of the client base," Rhee noted.

The firm launched a variety of services tailored to high-net-worth (HNW) and ultra-high-net-worth (UHNW) clients, demonstrating a clear preference among investors for bespoke solutions and increasing allocations to private markets. Notably, a survey indicated that 71% of HNW investors in Hong Kong and Singapore express a desire to increase their investments in alternatives, such as private credit and equity.

Endowus has incorporated WealthWise, an AI-driven internal large language model, which aids in enhancing client interactions, resulting in a 120% increase in client satisfaction since its implementation. With AI capable of managing 75% of incoming client queries, the firm has drastically reduced wait times for account updates from a full day to under a minute. This technological integration supports the company's commitment to providing comprehensive client experiences in conjunction with human advisory services.

As firms adapt to evolving client needs, the management of private credit markets is transforming. According to Oleg Movchan, CEO of a prominent asset management firm, the industry is witnessing an accelerated trend towards consolidation, particularly as technology becomes essential for scaling operations. "The consolidation process of the investment industry will continue and accelerate," Movchan stated, highlighting the need for flexible technology architectures to successfully navigate mergers and acquisitions within the sector.

Tokenization is also emerging as a pivotal innovation, with the potential to reshape how financial instruments are traded and managed. Movchan notes that the democratization of investment opportunities and the rise of non-traditional asset classes are critical drivers behind this trend. Firms recognising tokenization as a strategic opportunity can enrich their portfolio construction, ultimately enhancing business outcomes for their clients.

Moreover, the future of investment management necessitates an integrated approach to portfolio construction, bringing together both liquid and illiquid assets. Advanced data capabilities, in conjunction with sophisticated risk modelling and analytics, are essential for developing nuanced investment strategies. Firms adept at combining traditionally segregated asset classes will likely secure a competitive advantage in a marketplace characterised by rapidly changing client demands.

Overall, organisations across the financial landscape are actively implementing AI and automation strategies, recognizing their potential to unlock operational efficiencies and deliver high-quality client experiences. As these technologies continue to evolve, they will play an increasingly important role in shaping the investment management industry's future trajectory. Firms that maintain a proactive approach in leveraging these innovations will be well-positioned to thrive amidst the dynamic developments expected in the market leading up to 2025 and beyond.

Source: [Noah Wire Services](https://www.noahwire.com)

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