

FINANCE & BANKING | TWO ASIA PACIFIC MARKETS

High-net-worth investors for wealth management interviews

Twenty-four investors with significant investable assets in two Asia Pacific markets, recruited for in-depth interviews on advisory needs.



AT A GLANCE

CLIENT

Private bank research team

INDUSTRY

Finance & Banking

MARKET

Two Asia Pacific markets

METHOD

In-person and video in-depth interviews

SAMPLE

24 high-net-worth investors

TIMELINE

5 weeks

THE CHALLENGE

A private bank wanted to understand how wealthy investors choose and switch advisors. The audience is small, protective of its time and wary of unsolicited contact.

OUR APPROACH

We used referral-based recruitment with discreet, personalised outreach and flexible interview formats.

- 1 Screened on investable assets, current advisory relationships and recent investment decisions
- 2 Offered in-person or video interviews at times chosen by the respondent
- 3 Kept personal and financial details under strict data protection controls
- 4 Briefed moderators on each respondent's profile before the interview

THE RESULTS

- ✓ 24 interviews completed across both markets
- ✓ Every respondent matched the asset and advisory criteria
- ✓ Confidential handling of personal and financial information throughout

SERVICES USED

Respondent recruitment

Hard-to-reach audiences

Qualitative recruitment

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

EMAIL

contact@researchandmetric.com

PHONE

+1 240-980-1551

SEND A BRIEF

researchandmetric.com

30 N Gould St Ste R, Sheridan, WY 82801, US

Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.