

REPORT HIGHLIGHTS

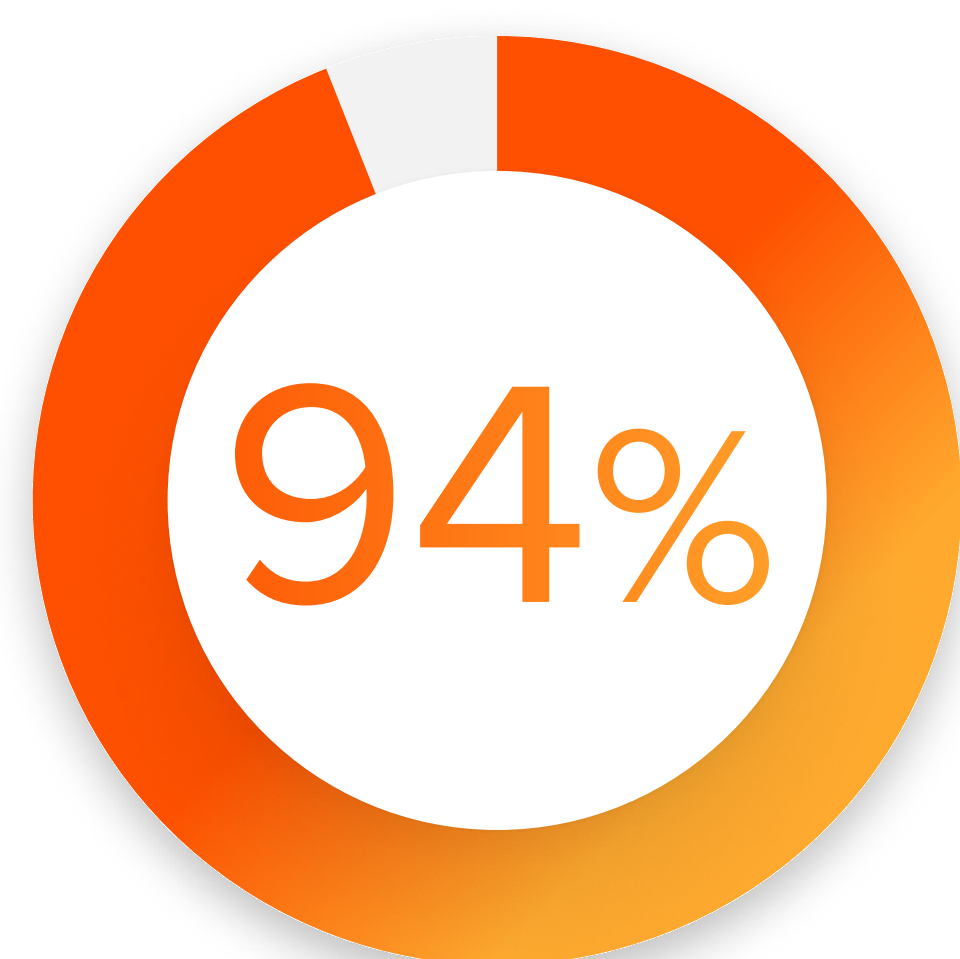
Revenue Enablement in Financial Services: 2024 Global Findings & Insights



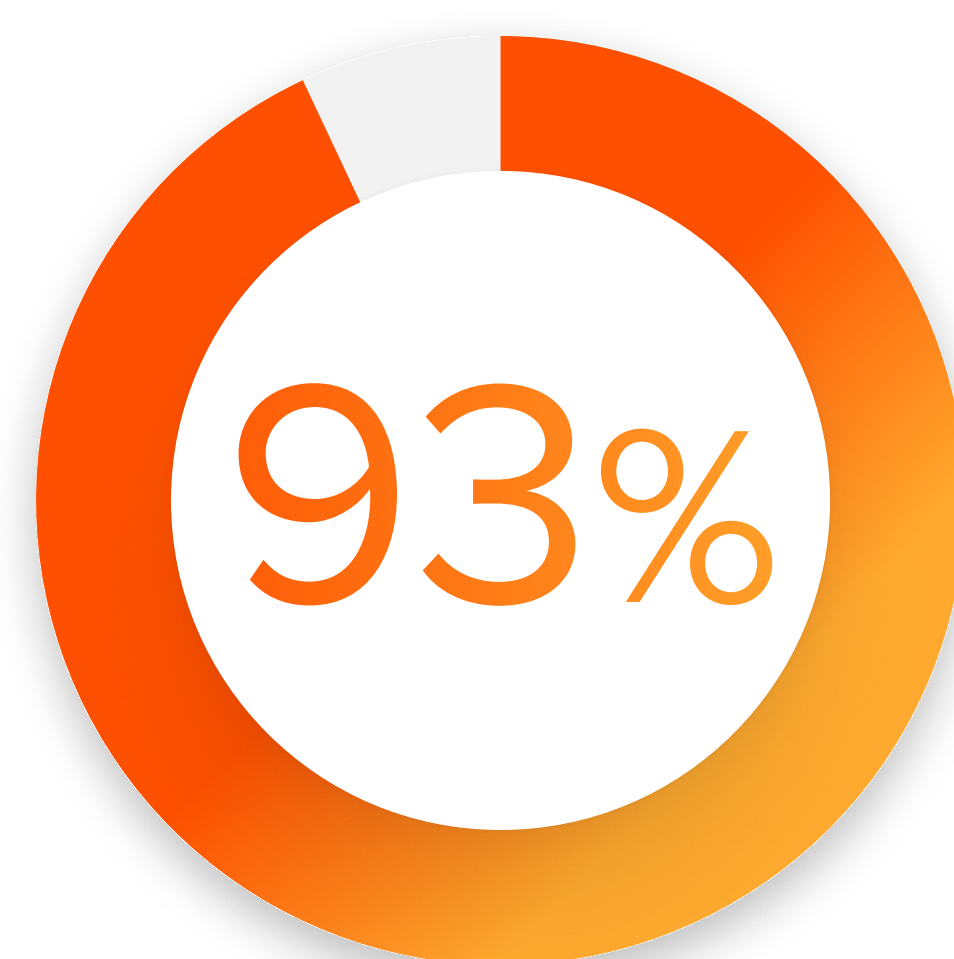
Short on time? This snapshot highlights key findings on how the financial services industry is transforming through technology and AI-driven enablement.

Enablement technology takes center stage

Enablement technology is now a critical driver of productivity and innovation in financial services.



94% of professionals **use enablement technology** in their roles.



93% believe **reliance on enablement tech will only increase.**

AI as a key enabler

AI is revolutionising how firms operate and improve outcomes for client-facing teams.



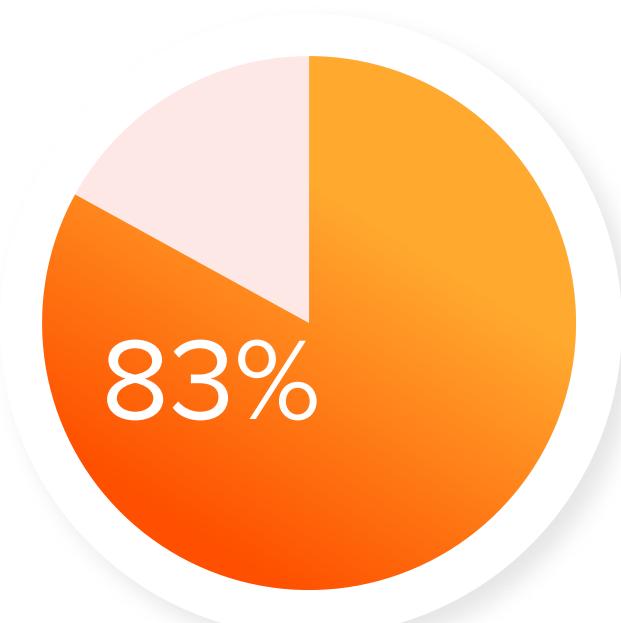
92% of financial services leaders predict that AI will be indispensable in providing **personalised customer experiences.**



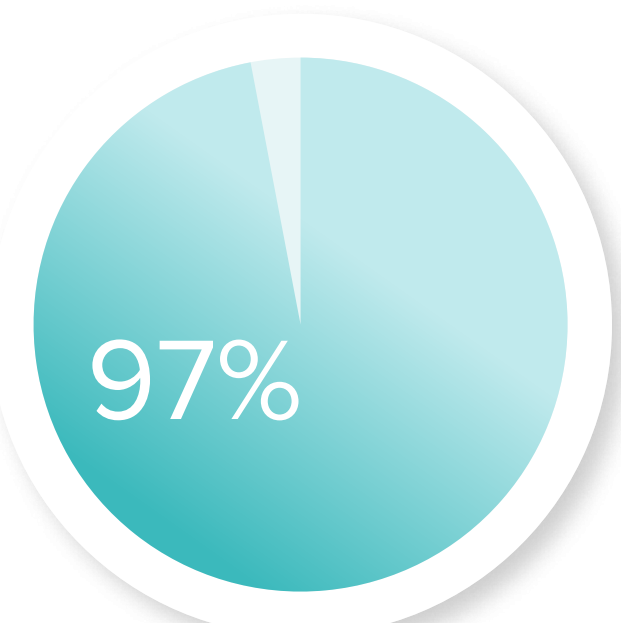
86% of financial services leaders believe AI will be essential for maintaining a **competitive edge over the next five years.**

Enablement drives strategic transformation

Leaders are leveraging enablement tech for strategic growth.



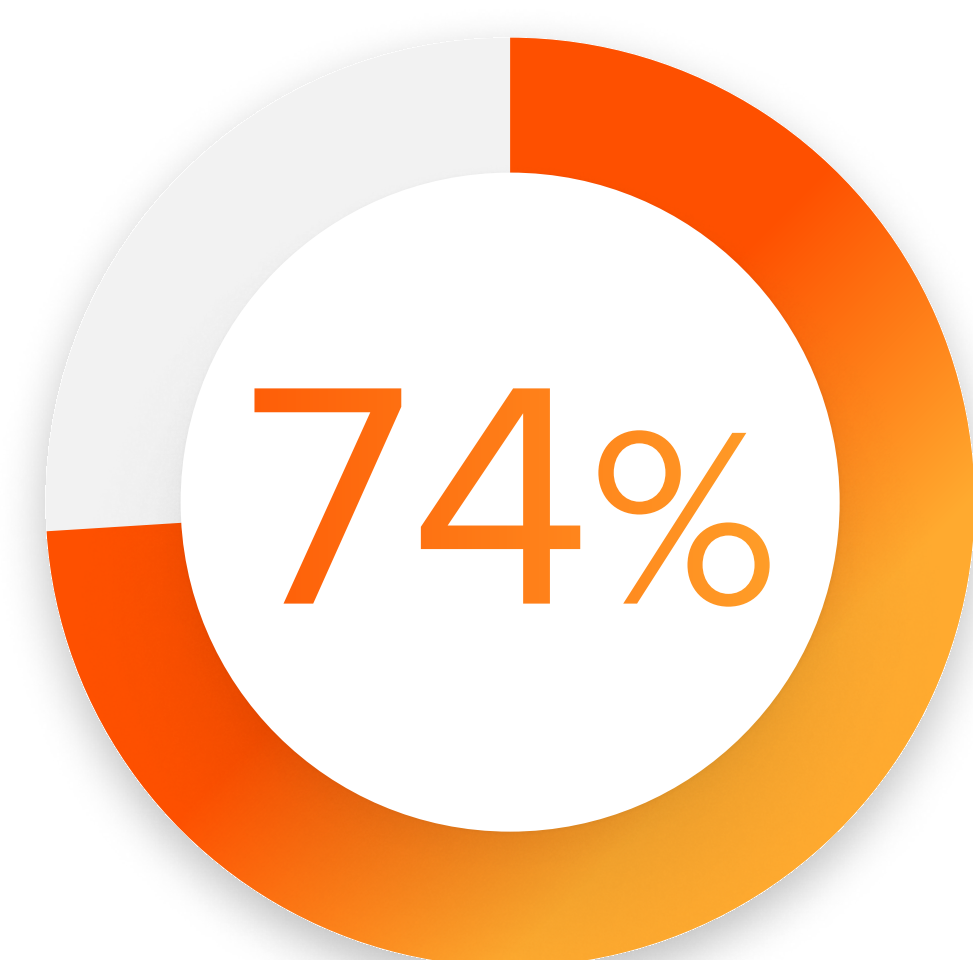
83% report that enablement initiatives have **driven strategic change** in the past year.



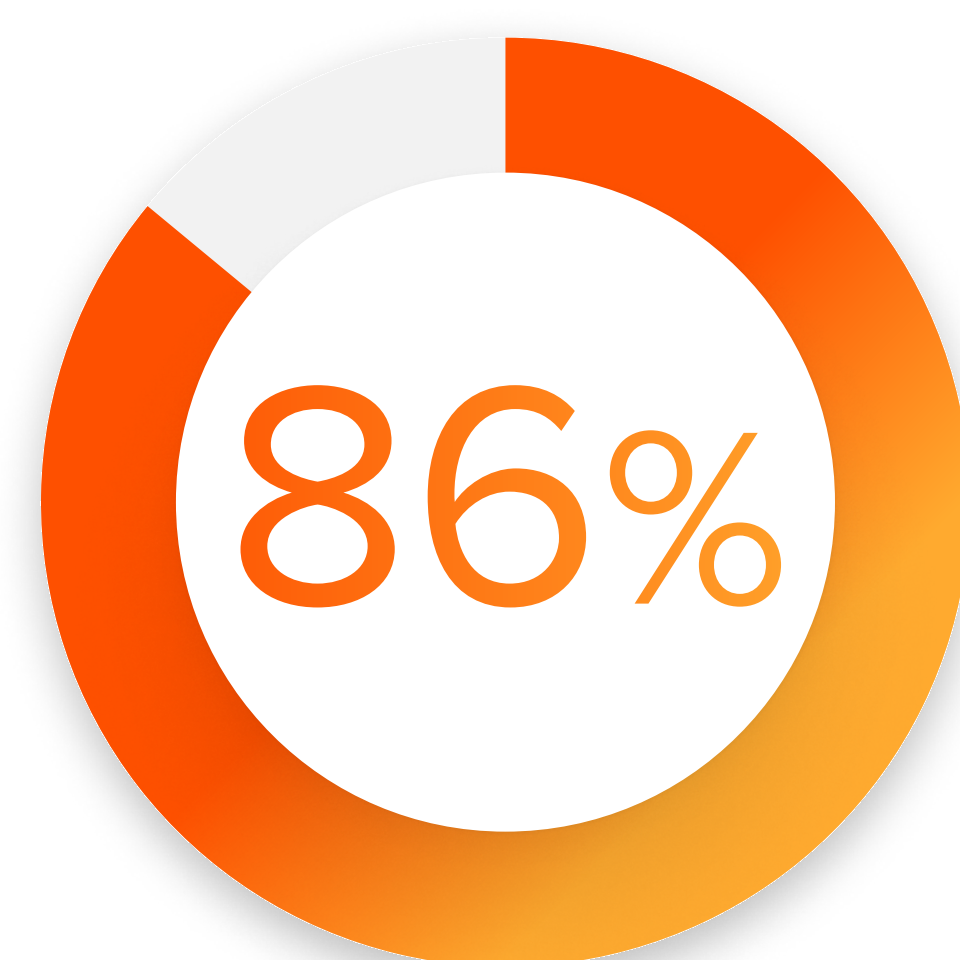
97% are **increasing their investments** in AI-driven tech for 2025.

Enablement is empowering training and development investments

To enhance the adoption of new technologies, respondents believe offering new training programs is the answer.



74% of firms are focusing on **new technology adoption**.



86% of firms are **prioritising the digital development** of their teams.



Generational enablement is on the rise

Generation Enablement isn't about age — **it's a mindset**. Professionals committed to innovation, AI adoption, and best practices are leading the charge.



A large, curved graphic element consisting of several concentric arcs in shades of orange and yellow. A segment of the innermost arc is highlighted in a darker orange and labeled with 92%.

92%

of respondents agree that **planning and defining a long-term enablement strategy is a top priority** at their firm.

92%

89% of respondents say a major driver for their company's increased investment in enablement technology going into next year is the **increased ability to demonstrate enablement impact and to ensure consistency between leadership's strategy and activity in the field**.

Too short, need more?

[**Download the full report here**](#)

