



RESEARCH REPORT

Revenue Enablement in Financial Services: 2024 Global Findings & Insights





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Introduction

The financial services industry, long known for fostering deep, lasting relationships, is undergoing significant changes as technological advancements reshape client expectations. These innovations are redefining how client-facing professionals — such as advisors, agents, bankers, wholesalers, and relationship managers — engage with their clients.

Enablement technology, as a component of a modern tech stack, plays a crucial role in this transformation, empowering these professionals to adapt to evolving demands and deliver more personalised, efficient, and impactful experiences that open the door to bigger opportunities.

Enablement, also categorised as Revenue Enablement, is a comprehensive strategy designed to help client-facing teams maximise revenue at every stage of the client journey. Revenue

Enablement integrates efforts across teams – sales, service, marketing, technology – to increase sales productivity, boost operational productivity while also delivering an optimal client experience.

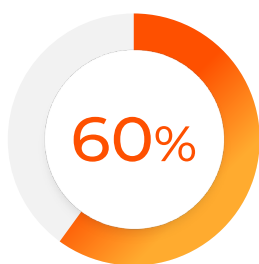
Enablement technology drives success when leaders across business functions are working in lockstep to empower client-facing professionals to maximise every client engagement and consistently perform at their best. We call those following this modern approach Generation Enablement (Gen E). Gen E is a cohort defined not by age but by their shared commitment to gaining insights, establishing best practices that drive strategic transformation, embracing a digital-native mindset for learning, and advocating for artificial intelligence (AI) as more than just another tool, but as a virtual partner in revolutionising productivity.



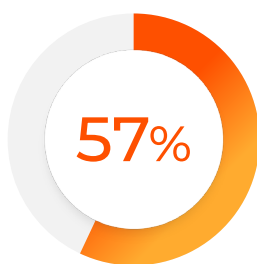
Enablement in financial services

The **Revenue Enablement in Financial Services: 2024 Global Findings & Insights study**, conducted by Seismic, explores how enablement is being defined across financial services, examining how enablement technology transforms business results and accelerates productivity. After surveying over 300 professionals across financial services in July and August 2024, our research reveals that leaders are savvy when it comes to enablement tech and

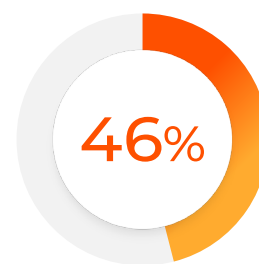
are pushing boundaries by incorporating AI as an accelerator in their enablement efforts. In fact, a strong majority (91%) of respondents has advocated for new technologies at their institutions, indicating a proactive approach toward innovation. Some of the reasons for the investment in enablement technologies and new technologies include:



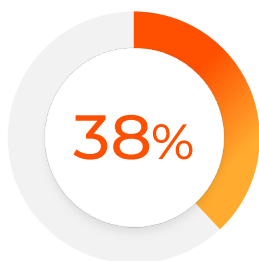
Managing rapid changes in their organisation



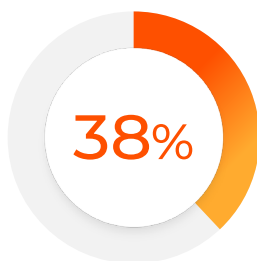
Keeping up with changing client expectations



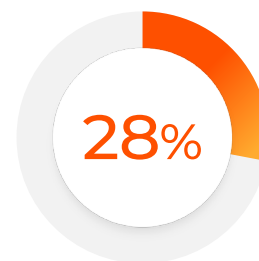
Reflecting client offerings/products/services



Closing the skills gap between team members through coaching and training



Driving strategic change across their organisation



Decreasing sales time in the client journey

The insights in our study underscore the pivotal role enablement technology plays in helping industry leaders drive transformation and maintain a competitive edge in the rapidly evolving financial services landscape.

WHAT IS ENABLEMENT TECHNOLOGY?

For the purposes of this study, enablement technology includes multiple capabilities and solutions, including sales content management and automation, training and coaching, client engagement, strategy and planning, and analytics and intelligence.

The shifts and challenges shaping financial services in 2024

Over the past year, the financial services industry has faced significant disruptions and milestones that have pushed enablement leaders to adapt quickly. These key factors are reshaping the landscape:

Focus on productivity

Boosting the productivity of client-facing teams remains a top priority across sectors — wealth management, asset management, banking, and insurance — as firms look to streamline operations.

Next-generation investor expectations

Younger investors are driving the demand for hyper-personalised experiences across all digital channels, requiring firms to modernise and meet these high standards of engagement.

AI's role in efficiency

Beyond enablement, AI is increasingly seen as a powerful enabler of efficiency across front, middle, and back-office functions, helping industry leaders reduce costs and enhance service delivery. This is influencing how firms are looking to drive more value from their technology investments.

Demand for personalisation

Clients increasingly expect personalised communications, products, and holistic financial advice, especially in wealth management. They want more than just investment guidance; they seek comprehensive financial strategies that encompass all areas of their lives.

Rise of alternative investments

The growing interest in alternative investments, including digital assets and private equity, has revealed a knowledge gap among sales professionals, advisors, relationship managers and their clients, highlighting the need for upskilling in these areas.

Intensifying competition

With an influx of new entrants and investment product providers, competition is fiercer than ever. This trend is accelerating the commoditization of portfolio management, making differentiation through innovation and service quality crucial.

Technology gaps driving advisor turnover

According to a 2024 survey by Advisor360°, **92%** of financial advisors are considering leaving their firms due to inadequate technology, with **44%** already having made the switch. Advisors cite poor data, lack of automation, and insufficient AI tools as primary pain points.

Regulatory pressures

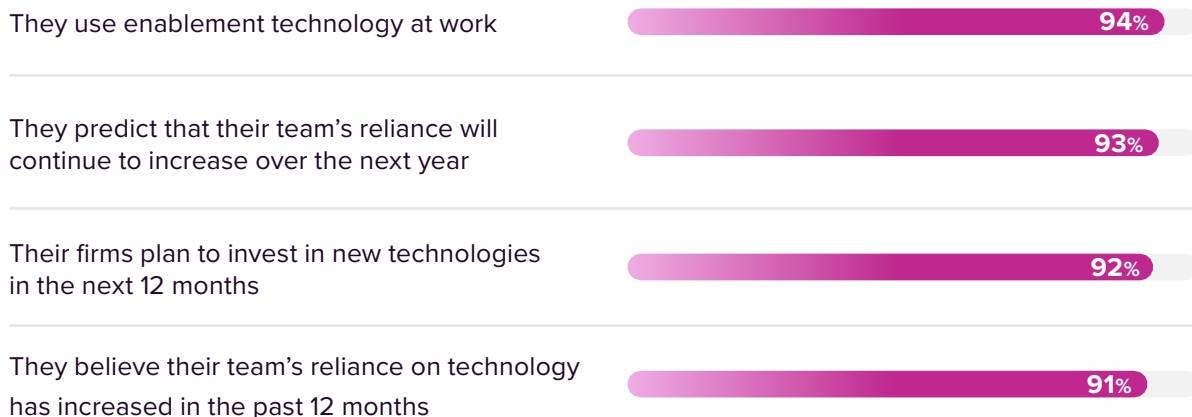
Steep fines for non-compliance, particularly around off-channel communications, are taking a toll on firms both financially and reputationally. Recent high-profile cases serve as a reminder that adhering to regulations is critical for business continuity.

Executive Summary

Enablement technology is widely adopted in financial services

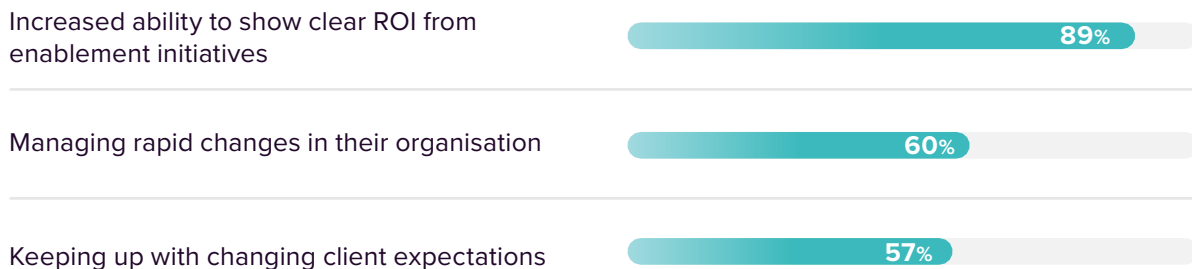
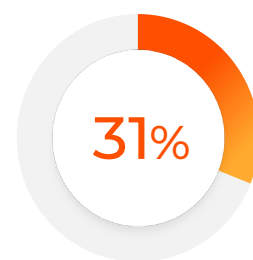
Enablement technology has firmly established itself as a critical component in the financial services sector, driving productivity and innovation. Firms are not only adopting these tools at a high rate but are also planning further investments to stay ahead in a rapidly evolving landscape. This trend reflects the growing importance of technology in everyday operations, as financial professionals increasingly rely on these tools to enhance their effectiveness and deliver better outcomes for clients.

Respondents say ...



Firms are increasing their spend on technology and redefining the role of enablement

Of the respondents that are expecting an increase in technology investments, they anticipate their company's enablement tech stack budget will increase by an impressive **31%** going into 2025. Reasons for doing so include:



Respondents from companies with 1000+ employees were **26%** more likely than average to say this

Firms are defining enablement in various ways, from centralising into one distinct team to incorporating enablement as a function within marketing, sales, and/or sales training. Regardless of where enablement sits, industry leaders regard it as a strategic function. In fact:



83% of respondents say enablement leaders at their company have driven strategic change through enablement initiatives and technology in the past 12 months.



84% of respondents say enablement leaders host strategy and planning sessions at least once per quarter.

Firms are looking to leverage AI in a meaningful way

Firms see the use of AI as a key driver of productivity for client-facing, marketing, and training teams, with top value seen in simplifying content creation and meeting preparation, delivery, and follow up. Advancements in AI, especially in how AI can boost enablement efforts, are a key reason why **97%** of respondents say their company is ramping up enablement tech spending for next year.

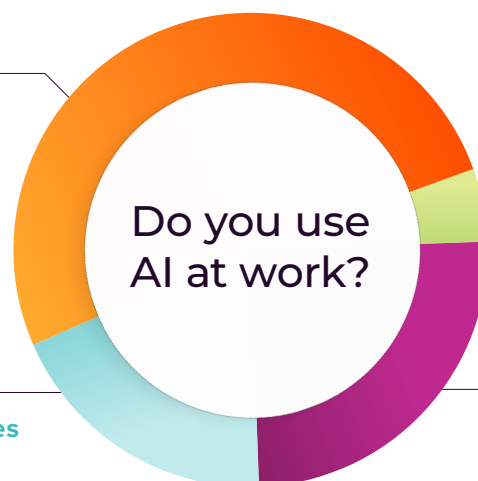


51%

Use AI-powered tools in their **enablement processes**

19%

Use AI for **enablement processes** and **non-enablement tasks**



5%

Do not use any AI-powered tools at work at all

25%

Use AI for **non-enablement tasks**

Methodology and demographics

Total Respondents (330)		
Gender	Men: 61%	Women: 39%
Age Ranges	18–27 (Generation Z): 19% 28–43 (Millennials): 61%	44–59 (Generation X): 16% 60–78 (Baby Boomers): 4%
Country	United States: 31% United Kingdom: 14% France: 13%	Germany: 12% Australia: 30%
Company Size (Number of Employees)	1 – 99: 18% 100 – 499: 32% 500 – 999: 24%	1,000 – 4,999: 19% 5,000+: 7%
Confidence	Survey conducted at 95% confidence, +/- 5% margin of error	
Timeframe	Survey conducted from July 23, 2024 - August 12, 2024	

Industry:

Financial services

Asset Management	37%	Insurance	20%
Banking	24%	Wealth Management	19%

Closest Job Title:

Head of Sales	21%	Head of Marketing	6%	Head of Advisor Tech	2%
Chief Technology Officer	18%	Head of Product Marketing	6%	Head of Advisor Training	2%
Chief Marketing Officer (CMO)	8%	Head of Sales Training	4%	Other	1%
Head of Marketing Operations	8%	Chief Digital Officer	4%	None of the above	0%
Head of Distribution	7%	Global Head of Distribution	4%		
Head of Practice Management	7%	Head of Distribution Tech	4%		



Defining the role of enablement in financial services

As financial institutions seek to increase the productivity of client-facing professionals, elevate the client experience, and identify ways to unlock operational efficiency across the broader value chain, they are tightening alignment across functions to better support client-facing teams. These trends embody the Gen E philosophy of sales, marketing, training, and product teams working together, regardless of age or tenure, to grow revenue and assets under management (AUM). Not to be confused with the traditional workplace generations, Gen E is not about when professionals were born. It's an approach that encourages enablement professionals to be change agents, embrace digital technology, make use of AI, and break down silos, leading to a better client experience.

While firms have historically placed Enablement in the Marketing department, we expect that organisational frameworks will continue to change to address the evolving needs of sales across wealth management, asset management, banking, and insurance.

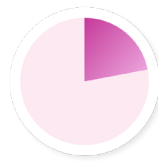
As such, leaders in financial services today are defining the role of enablement as:



Along with defining the role of enablement, leaders are rethinking organisational structures and roles:



28% are centralising enablement as one team



22% are maintaining components of enablement (i.e., content production) within functional teams (i.e., marketing, sales, tech, sales training)

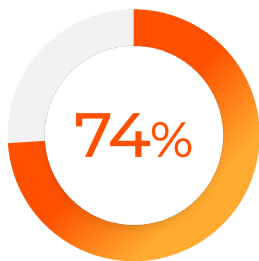


27% are incorporating the enablement function as part of marketing

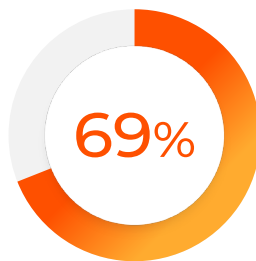


21% are incorporating the enablement function as part of sales and/or sales training

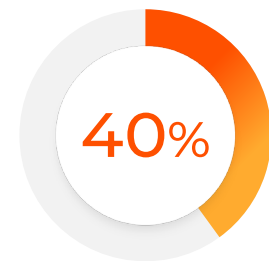
It's not surprising that creating new organisational frameworks is leading to investments in training and development. According to respondents, **86%** are prioritising the digital development of their teams, focusing on:



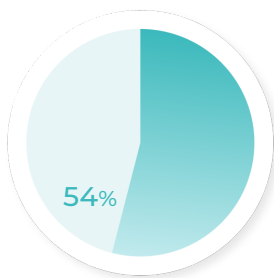
New technology adoption



Updated or enhanced/expanded training



Evolving hiring needs



To enhance the adoption of new technologies, **54%** of respondents believe offering new training programmes is the answer, while other industry leaders cite dismantling silos between departments (**42%**), within leadership (**35%**), and within teams (**26%**).

Transforming organisations and driving business results with technology

Sales and relationship management roles in the financial services industry are evolving significantly due to key trends such as the growing value of data-driven insights, increased use of digital tools and platforms, rising client expectations, and regulatory compliance.

Given the changing face of sales and relationship management, enablement is becoming a strategic imperative that helps firms maximise their biggest investment: their client-facing professionals. Professionals who have adopted the Gen E approach to enablement are harnessing data to uncover insights around what teams are doing well and recommending improvements for the organisation.

QUESTION

Do you agree with the following statements?

Planning and defining a long-term enablement strategy is a top priority

92%

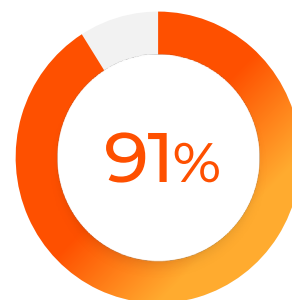
Enablement leaders at my company hope to drive strategic change through their current means in the next 12 months

88%

Enablement leaders/teams supporting enablement functions have driven strategic change through enablement initiatives and technology in the past 12 months

83%

Respondents said their company plans to increase investments in enablement technology going into 2025 (91%) for several reasons, including ease of showcasing enablement results, ability to break down silos, agility to refine priorities, and access to data-driven insights.



QUESTION

A major driver for my company's increased investment in enablement technology going into next year is _____.

Increased ability to demonstrate enablement impact

89%

Increased ability to ensure consistency between leadership's strategy and activity in the field

89%

The ability to gain new insights throughout the enablement lifecycle

88%

The ability to adjust ongoing initiatives on the fly

87%

To position enablement as a strategic imperative and ensure that its impact is clearly understood, leaders overseeing enablement functions are actively engaging with teams at all levels of the organisation.

QUESTION

How often does the person who leads/owns enablement at your company engage in the following activities?

Legend

Monthly



Every quarter



Every 6 months



Once a year



Never

Meet with sales leadership

42%

37%

15%

5%

1%

Meet with the C-Suite

42%

32%

21%

4%

1%

Meet with the CEO

36%

28%

24%

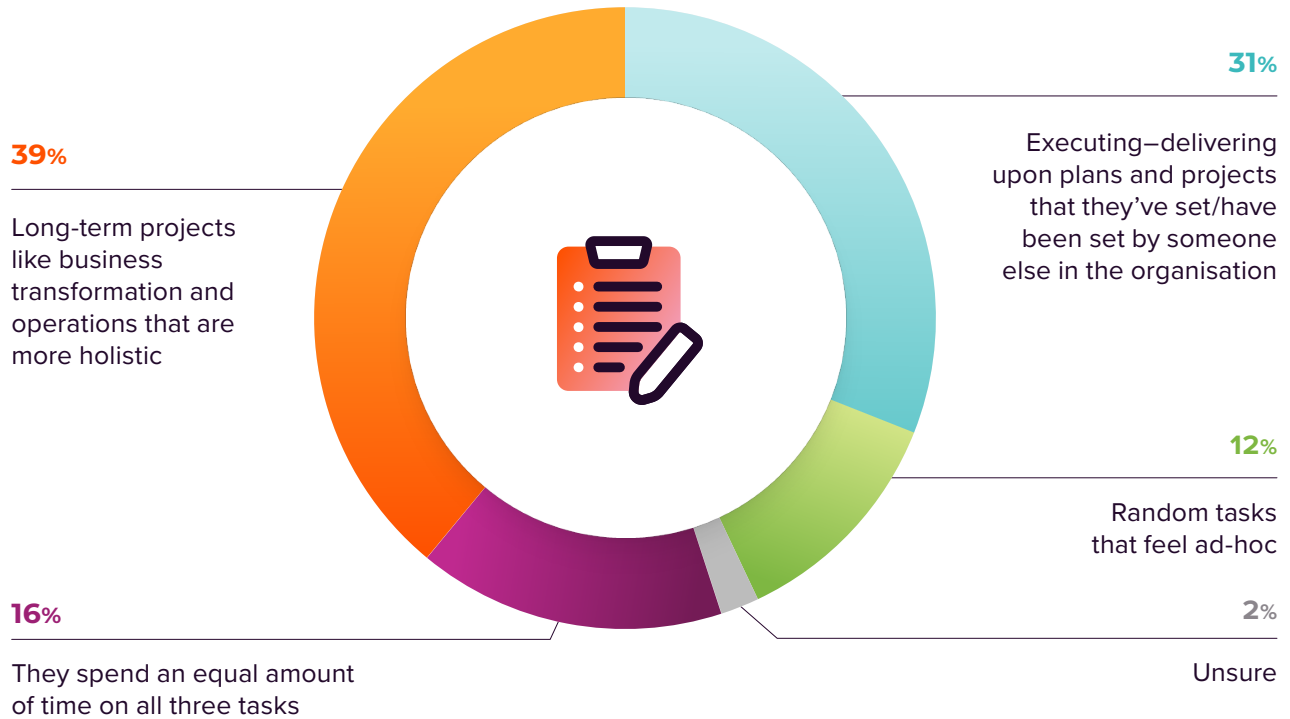
10%

2%

Collaborating with key business stakeholders ensures that enablement efforts are intricately connected to business results and align with the priorities of the firm's overall strategy. Interestingly, only **39%** of respondents say enablement leaders focus on long-term projects like business transformation and operations, while **31%** say they execute on their own plans or strategies set by someone else in the organisation.

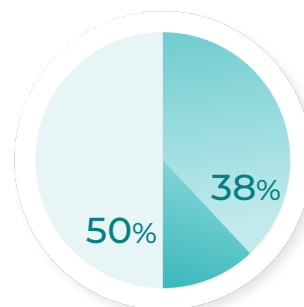
QUESTION

Which of the following tasks does the person who leads/owns enablement at your company spend more time on at work? Select one.

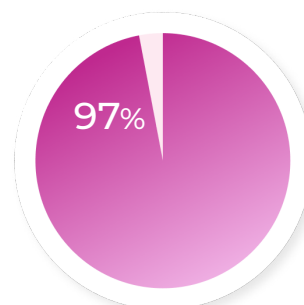


Increasing productivity: The value of AI-driven enablement

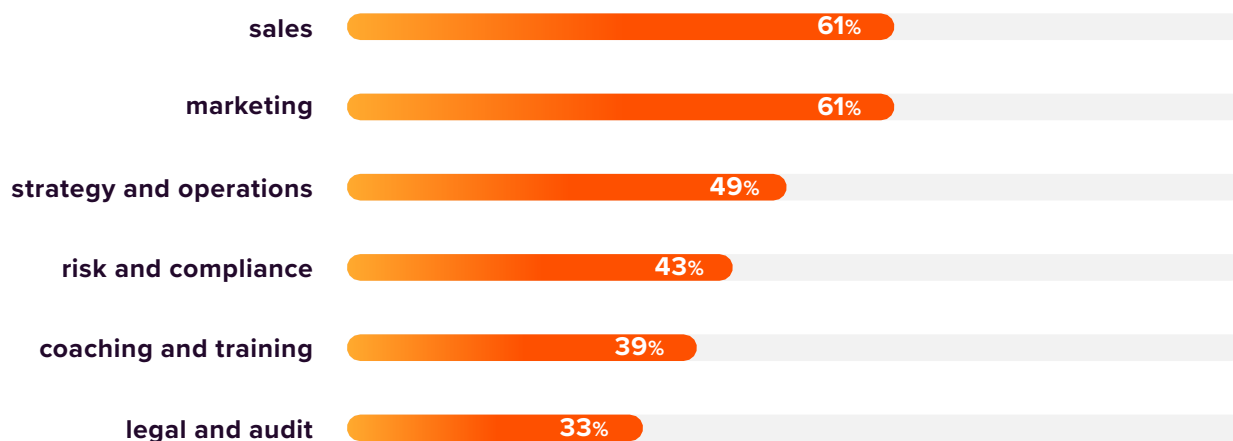
AI is changing the face of the financial services industry, accelerating productivity and helping client-facing teams drive growth. Over **50%** of respondents say their companies are using AI-powered tools in their enablement processes, while only **38%** of their counterparts outside the financial services industry use AI-powered tools for enablement.



This data clearly demonstrates that industry leaders in financial services are more open-minded and accepting of AI in their enablement efforts. Nearly all respondents in financial services (**97%**) say their firm is increasing enablement tech spending for next year because of AI's ability to amplify enablement efforts. This puts financial services leaders ahead of the curve as **92%** of peers from other industries agree that AI is a major driver for increasing investments in enablement but lack experience with it in the workplace.



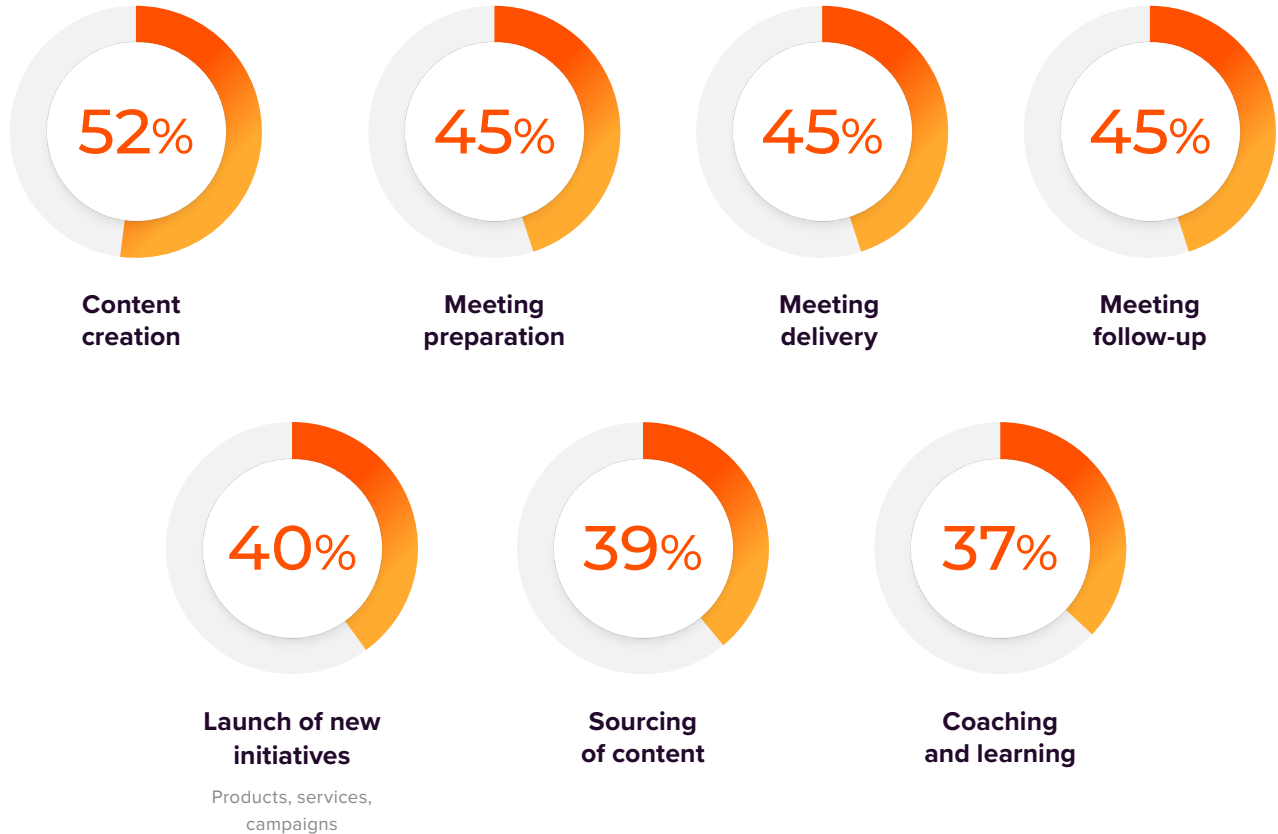
Industry leaders agree that AI has the potential to optimise functions across:



In fact, respondents predict that AI will be indispensable in providing personalised customer experiences (**92%**) and maintaining competitive advantage (**86%**) in the next 5 years.

QUESTION

Which of the following tasks are you willing to streamline through the use of AI?



Among respondents whose firms use AI-powered tools in their enablement processes, **90%** report being satisfied or extremely satisfied with AI's performance. Industry leaders overwhelmingly believe that the fusion of AI with sales, marketing,

training, and product strategies will drive revenue growth, with **97%** expressing confidence in its impact. Additionally, **53%** of respondents report seeing immediate results after adopting AI-powered tools in their enablement processes.

Rapid technology advancement is reshaping operations and redefining the financial services industry's future. But the rise of new technologies brings more than just day-to-day changes. In fact, **90%** of respondents predict that AI will completely transform their industry in the next 5 years. Respondents believe the fusion of AI with sales, marketing, training, and product strategies will lead to a **40%** increase in revenue growth as a direct result of AI utilisation. Industry leaders outside of financial services are less optimistic, estimating that infusing AI with their business strategies will only lead to **27%** revenue growth.

The impact of AI in financial services is so profound that **85%** of respondents agree AI literacy has become an essential skill for client-facing teams.



QUESTION

Do you agree with the following statements?

I need to learn new skills to keep up with AI advancements

95%

My company has launched AI-focused training programmes for new employees

93%

I'm prioritising my own AI literacy in order to motivate others on my team to use AI

91%

My company has launched AI-focused training programmes for current employees

91%

I am prioritising AI literacy with my team

89%

Despite the promise of AI, **66%** respondents say their firms are experiencing barriers to adopting AI in their enablement processes, including:



Other barriers to success include workplace generational differences around the acceptance of AI. In particular, **67%** of respondents believe generational differences in leadership make it harder to get buy-in to implement new technologies at their company, with respondents from Gen Z **19%** more likely to say this. Even more problematic is the lack of understanding around AI. Respondents believe management-level employees (**51%**) and executives (**39%**) misunderstand and underutilise the technology.

Despite these challenges, the data shows the future is bright, with a vast majority (noted earlier in this section) believing in the transformational qualities of AI. While we recognise workplace generational differences, forward-thinking enablement leaders in our self-defined cohort of Gen E are seizing the opportunity to use AI to improve their outcomes. Employing AI properly can be Gen E's ticket to driving productivity across functions.

Recommendations and conclusion

To maximise AI-powered enablement at your firm, we recommend taking the following key steps:

Define your enablement charter

Dismantle organisational silos: Foster cross-functional collaboration by defining how teams – sales, marketing, service, tech, data science, business operations can unify to best support the needs of client-facing teams. Consider establishing a shared “enablement” centre of excellence with representation across teams to support this vision.

Align leadership vision: Ensure that all leaders are on the same page regarding the specific outcomes for enablement across teams, with detailed measurements defined.

Establish clear objectives: Outline specific business objectives that enablement, including AI will help achieve, most notably, sales and marketing productivity.

Set focus areas and KPIs

Client engagement: Use AI to enhance client interactions and track improvements in customer retention and satisfaction.

Sales performance: Monitor enablement’s impact on shortening sales cycles and increasing deal closure rates.

Skill development: Measure how AI-powered enablement accelerates upskilling efforts through personalised training and coaching, reducing time to proficiency.

Rally your organisation around AI

Foster AI literacy: Provide training and resources to ensure employees understand AI tools and how to leverage them effectively and compliantly.

Communicate the value of AI: Clearly communicate how AI contributes to both individual performance and the company's strategic goals.

Create champions for AI: Identify and empower internal advocates who can lead by example and encourage widespread AI adoption across teams.

Amid rapid innovation in the financial services industry, firms that embrace AI-powered enablement as a strategic part of their organisation and tech stack will be best positioned to enhance sales and service impact, elevate the client experience, boost operational productivity, and foster the agility needed to execute key corporate initiatives.

Findings from our study demonstrate that enablement technology and AI have a strong foothold in the financial services industry and that industry leaders believe in the promise of AI.

We believe that enablement professionals who embrace the modern, proactive Gen E approach will be key to driving growth within their firms. Gen E represents a group united by a common dedication to gaining insights, implementing best practices, and adopting the right technology to improve productivity.

Since 2015, Seismic has made progressive investments in AI to provide the evolving capabilities that make us the global leader in enablement. Our proven track record of working with over 400 financial services firms is why we are the right partner to guide you on your enablement journey.

Speak with our team today.

About Seismic

Seismic is the global leader in enablement, helping organisations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organisations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

To learn more, visit Seismic.com and follow us on [LinkedIn](#), [X \(formerly Twitter\)](#) and [Instagram](#).

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