# Asset managers accelerate AI adoption despite persistent legacy hurdles



Generative artificial intelligence (GenAI) has swiftly become a top priority for asset managers, with a substantial increase in investment and adoption reported across the financial sector. According to a recent study by Broadridge Financial Solutions Inc., 72% of financial firms surveyed indicated making "moderate to large" investments in GenAI, rising significantly from 40% in the previous year. This trend reflects a broader digital transformation within the industry, as asset managers and other financial institutions increasingly recognise the potential of AI technologies to enhance operational efficiencies and client engagement.

The Broadridge survey, which polled 509 global financial technology and operations leaders, including 175 asset managers, found that around 63% of asset managers currently use GenAI in their operations. Among all participating firms, over two-thirds reported utilising GenAI tools, with many expecting a return on investment (ROI) within a relatively short timeframe—35% anticipated ROI within six months, and more than two-thirds within two years. This surge in AI adoption aligns with findings from other industry reports that show a growing commitment to artificial intelligence, with 80% of financial services firms making moderate-to-large investments in AI in 2025, up from 74% the previous year.

Asset managers are utilising GenAI across several key applications. Nearly half (47%) rely on AI chatbots to improve customer service, while 43% deploy AI to enhance marketing and external communications. A quarter of firms use GenAI models to elevate client experience, which remains a central challenge amid the sector’s legacy technological constraints. Cost reduction, operational efficiency, customer experience improvement, and enhancing employee experience were cited as the primary motivations for investing in GenAI.

Despite the rapid adoption, challenges persist, particularly in client personalisation—a critical aspect of modern asset management. More than half of the surveyed leaders identified personalising content as their biggest customer experience hurdle. Fragmented legacy systems and siloed data impede efforts to deliver cohesive and personalised client interactions. As Matt Swain, Broadridge’s head of insights and experience, explained, many firms still operate multiple, disconnected platforms for different product lines, such as deposit accounts, credit cards, and wealth management services, hindering digital integration and customer engagement.

Legacy technology limitations were acknowledged by 50% of asset managers as a barrier to providing stronger customer experiences, and 62% flagged siloed technology and data as an issue affecting enterprise-wide customer interaction. This fragmentation also affects basic communication preferences; for instance, over half of respondents reported their firms continued to send print communications to clients who had chosen to go paperless.

Broadridge’s findings are consistent with broader industry trends. For example, a Boston Consulting Group report from May 2024 noted that 72% of asset managers expect generative AI to have a significant or transformative impact on their organisations within the next three to five years, with 66% making GenAI a strategic priority. Similarly, data from other sources highlight that AI-driven investment decisions are growing rapidly, projected to surpass $1 trillion in assets under management, and that most asset managers plan to increase AI investments significantly in the coming years.

The data underscore a financial industry in the midst of a pivotal shift, where AI technologies—particularly GenAI—are becoming integral to competitive strategy. However, realising the full benefits depends on overcoming technological silos, scaling digital capabilities, and demonstrating clear ROI, especially to firms still weighing the maturity and budget considerations of AI adoption. The sector's focus on AI-enhanced customer experience, operational efficiency, and productivity signals a transformative future, even as the nuances and challenges of integrating these technologies remain at the forefront of industry debates.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.ai-cio.com/news/investment-managers-express-increasing-interest-in-generative-ai/), [[4]](https://www.investmentnews.com/fintech/gen-ai-gathers-momentum-as-wealth-firms-scale-digital-plans/260667), [[3]](https://www.americanbanker.com/news/80-of-wall-street-firms-are-splurging-on-ai-broadridge)
* Paragraph 2 – [[1]](https://www.ai-cio.com/news/investment-managers-express-increasing-interest-in-generative-ai/), [[2]](https://www.broadridge.com/press-release/2025/ai-and-digital-asset-investments-rise-per-broadridge-study), [[3]](https://www.americanbanker.com/news/80-of-wall-street-firms-are-splurging-on-ai-broadridge), [[4]](https://www.investmentnews.com/fintech/gen-ai-gathers-momentum-as-wealth-firms-scale-digital-plans/260667)
* Paragraph 3 – [[1]](https://www.ai-cio.com/news/investment-managers-express-increasing-interest-in-generative-ai/)
* Paragraph 4 – [[1]](https://www.ai-cio.com/news/investment-managers-express-increasing-interest-in-generative-ai/)
* Paragraph 5 – [[1]](https://www.ai-cio.com/news/investment-managers-express-increasing-interest-in-generative-ai/), [[7]](https://www.bcg.com/press/6may2024-asset-managers-leverage-ai-opportunity-and-drive-future-growth)
* Paragraph 6 – [[1]](https://www.ai-cio.com/news/investment-managers-express-increasing-interest-in-generative-ai/), [[7]](https://www.bcg.com/press/6may2024-asset-managers-leverage-ai-opportunity-and-drive-future-growth), [[5]](https://www.wifitalents.com/statistic/ai-in-the-asset-management-industry/), [[6]](https://www.zipdo.co/ai-in-the-asset-management-industry-statistics/)

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## Bibliography

1. <https://www.ai-cio.com/news/investment-managers-express-increasing-interest-in-generative-ai/> - Please view link - unable to able to access data
2. <https://www.broadridge.com/press-release/2025/ai-and-digital-asset-investments-rise-per-broadridge-study> - Broadridge's 2025 Digital Transformation & Next-Gen Technology Study reveals that 80% of firms are making moderate-to-large investments in AI this year, up from 74% in 2024. The study also highlights that 68% of firms believe GenAI will significantly impact employee productivity, with 35% expecting ROI within six months. Additionally, 67% of firms use GenAI for investment or market research, and 72% are investing in blockchain and distributed ledger technologies, up from 59% in 2024.
3. <https://www.americanbanker.com/news/80-of-wall-street-firms-are-splurging-on-ai-broadridge> - A Broadridge survey indicates that 80% of over 500 financial services firms are making moderate-to-large investments in artificial intelligence this year, an increase from 74% in 2024. The study underscores the growing commitment to AI adoption in the financial sector, reflecting a significant shift towards integrating advanced technologies to enhance operational efficiency and competitiveness.
4. <https://www.investmentnews.com/fintech/gen-ai-gathers-momentum-as-wealth-firms-scale-digital-plans/260667> - InvestmentNews reports on Broadridge's 2025 Digital Transformation and Next-Gen Technology Study, highlighting that 72% of wealth management firms are making moderate-to-large investments in generative AI, up from 40% the previous year. The study also notes that a third of respondents expect a return on investment within six months, indicating a rapid adoption of AI technologies in the wealth management sector.
5. <https://www.wifitalents.com/statistic/ai-in-the-asset-management-industry/> - WiFiTalents provides statistics on AI adoption in the asset management industry, noting that by 2023, AI-driven investment decisions are expected to exceed $1 trillion in assets under management. The article also highlights that 65% of asset managers use AI for personalized portfolio recommendations, and 75% plan to increase their AI investment in the next two years, reflecting a significant trend towards AI integration in asset management.
6. <https://www.zipdo.co/ai-in-the-asset-management-industry-statistics/> - ZipDo Education Reports presents data on AI integration in asset management, stating that 65% of asset managers are incorporating AI into their investment processes. The report also mentions that AI adoption in asset management has increased by 45% over the past three years, with 72% of firms believing AI will significantly impact their future operations, indicating a strong and growing trend towards AI adoption in the industry.
7. <https://www.bcg.com/press/6may2024-asset-managers-leverage-ai-opportunity-and-drive-future-growth> - Boston Consulting Group's 2024 report reveals that 72% of asset managers believe generative AI will have a significant or transformative impact on their organization within the next three to five years. The study also highlights that 66% have made generative AI a strategic priority, with 75% actively dedicating resources for its deployment, indicating a strong commitment to leveraging AI for future growth in the asset management sector.