

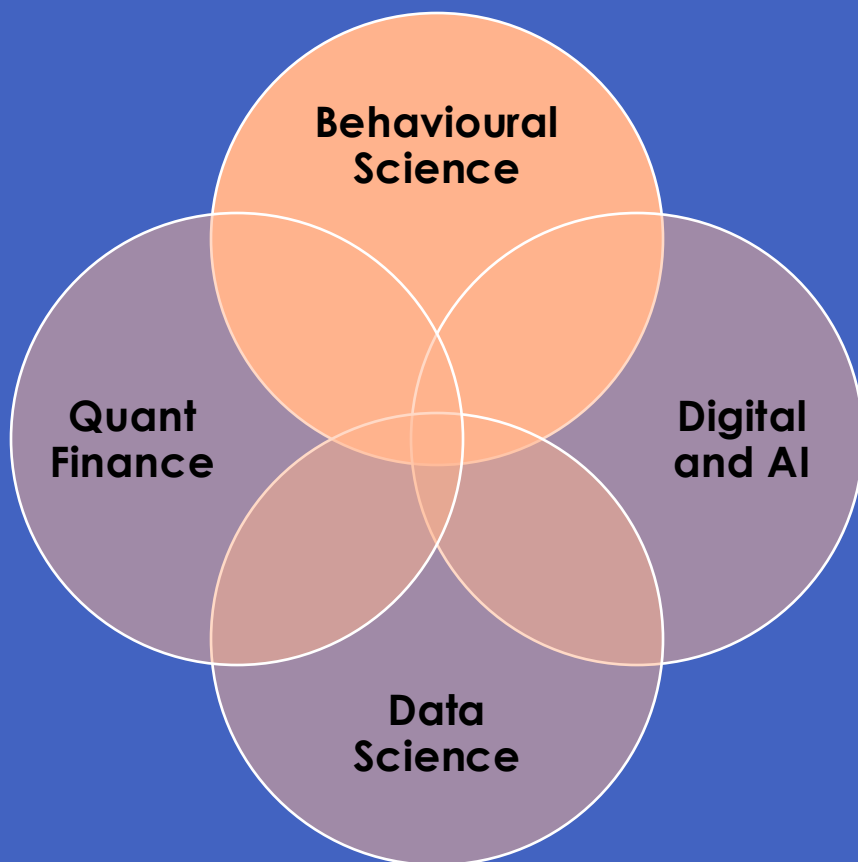
Oxford Risk

# Personalised behavioural engagement

Greg B Davies, PhD

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We combine innovative **behavioural finance**, **data science**, **quantitative finance**, and **technology** to help your clients make the best financial decisions throughout their lives.



# Most personalisation is not personal enough

## – Ignoring the need for emotional comfort

### Emotional barriers

People need three things to make decisions –  
Urgency, Knowledge and Emotional Comfort.

However, advisers and teams lack the *insights and tools* to personalise based on behavioural differences.

#### ✓ Urgency



They need to feel that this issue  
has to be addressed now

#### ✓ Knowledge



They must know enough to  
decide (and avoid bad options)

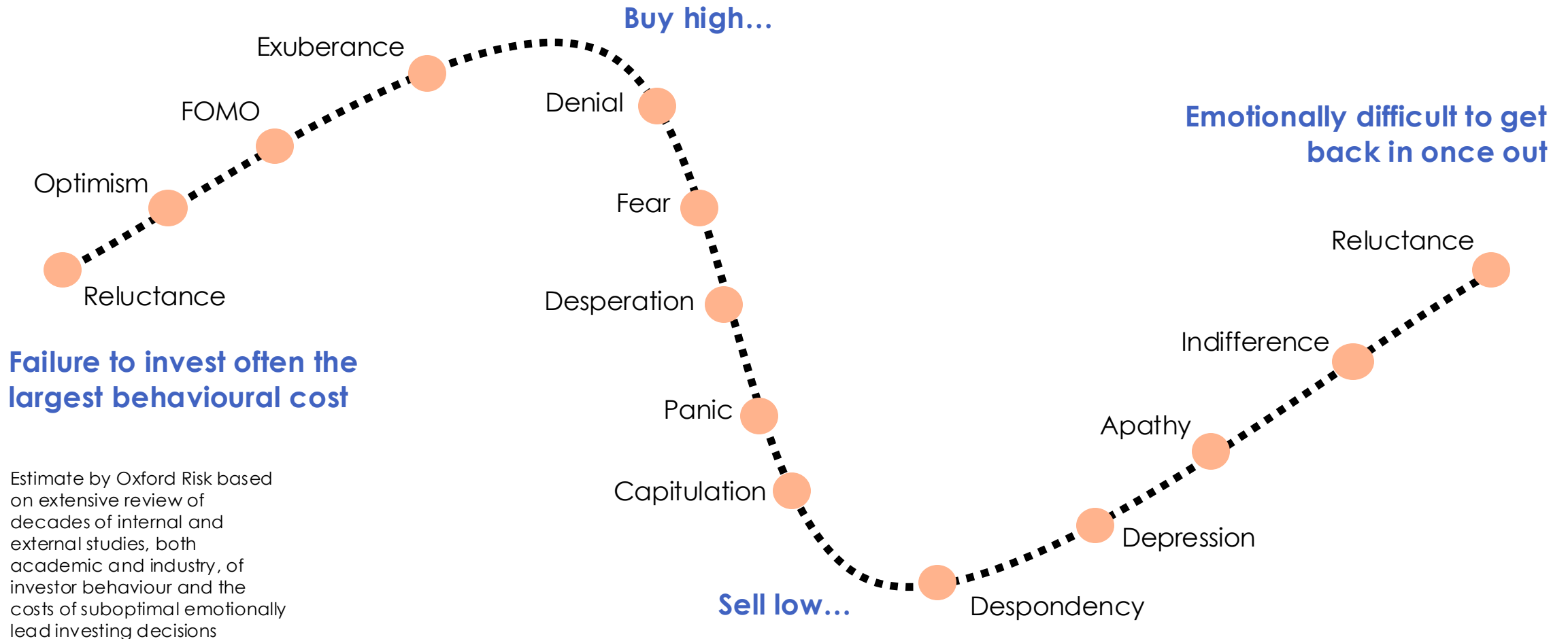
#### ✗ Emotional comfort



They must have the emotional  
capacity to follow through

# The Cost of Being Human

The average investor forgoes 3% p.a. for short-term emotional comfort\*



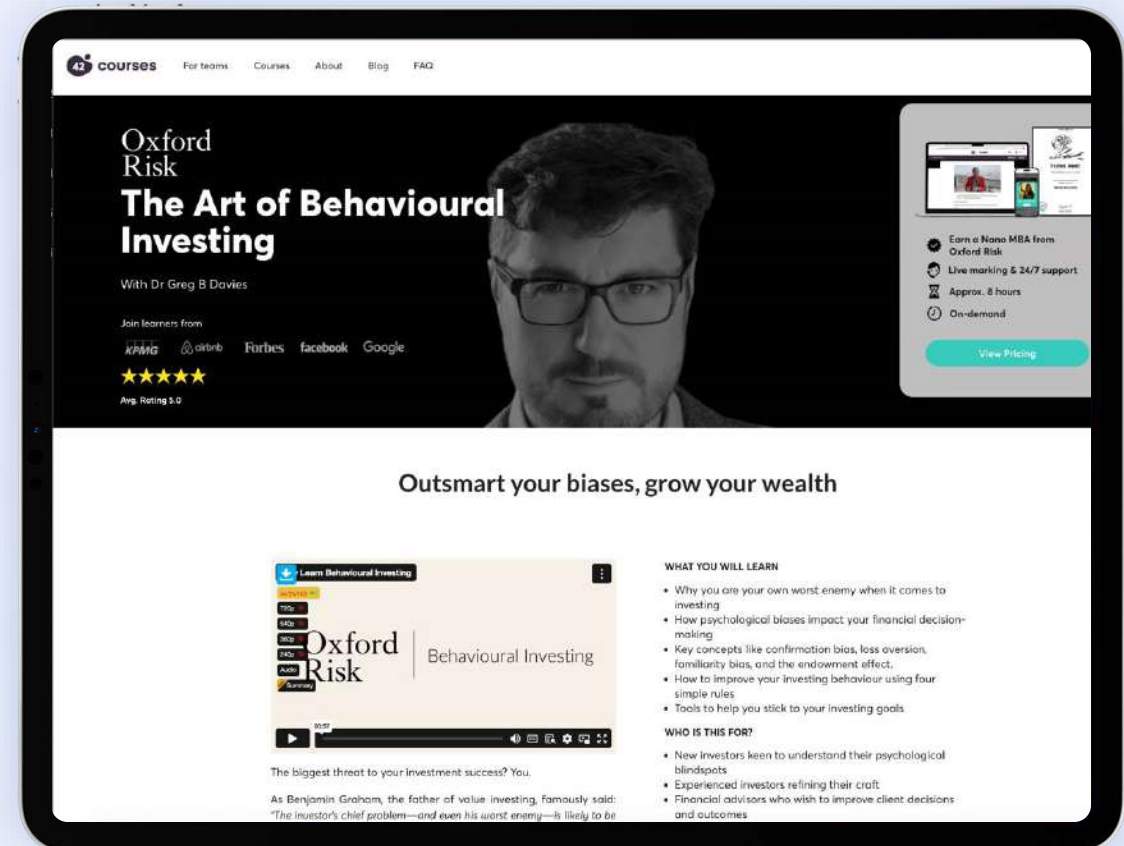
# The Art of Behavioural Investing

Brand New Online Course Release



**The Art of Behavioural Investing:**  
How to overcome the psychological traps holding you back

[42courses.com/courses/the-art-of-behavioural-investing](https://42courses.com/courses/the-art-of-behavioural-investing)



# We embed unique behavioural insights and enable personalisation at scale

## Solution overview

### Financial Personality 1

Generate unique behavioural insights on clients with our 2-min financial personality assessment

The interface displays five horizontal sliders for a financial personality assessment. Each slider has a dropdown arrow to its left and an orange dot indicating the current value. The sliders are labeled: Risk Tolerance, Composure, Confidence, Impulsivity, and Financial Comfort.

### Behavioural Personas 2

Segment your base into behavioural personas to improve targeting and communications

The interface shows a 'Planner' section with a client profile. The profile includes a circular progress indicator with a person's photo. Below the profile are three sliders: 'Financial comfort' (LOW), 'Confidence' (LOW), and 'Desire for guidance' (HIGH).

### Engagement Libraries 3

Match clients to products, messages and interventions to personalise how you engage

The interface displays two cards from an engagement library. The first card is titled 'Use step-by-step guidance with minimal jargon' and shows '9 MATCHES' with a '+6' icon and a 'Review' button. The second card is titled 'Present low-volatility portfolios to keep clients invested' and shows '8 MATCHES' with a '+5' icon and a 'Review' button.

# Get a deep understanding of financial personality in 2 mins

## 1. Financial Personality

Our 2-min assessment measures financial personality across our core 7 behavioural scales

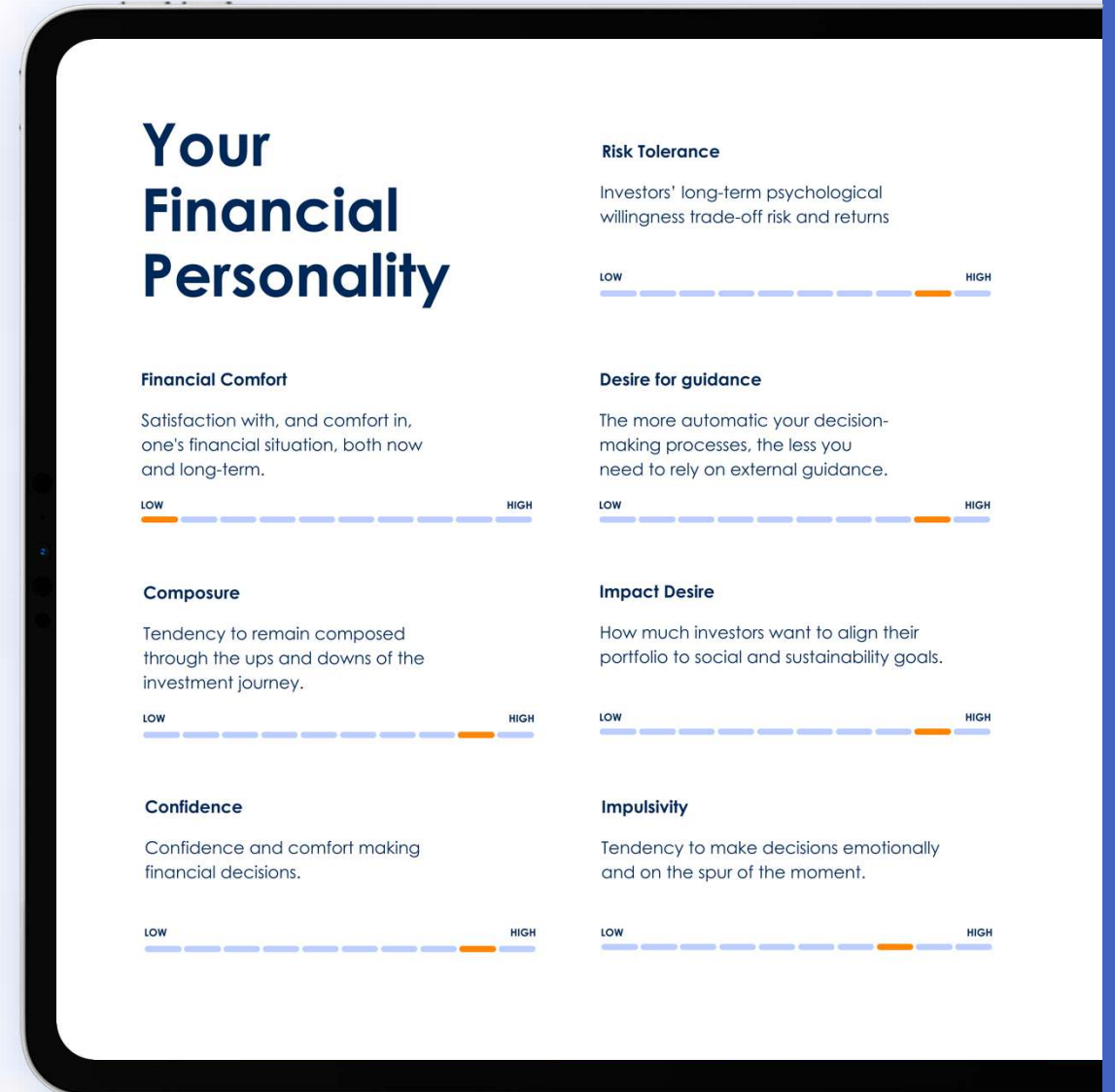
- Scales are robust and research-based
- Easy to deploy – invite clients via your digital channels, email, or QR code
- Engaging and easy to understand – Likert-scales, extensively tested, no investment knowledge needed

Based on  
decades of  
research

Tested on  
10k's data  
points

100k's of  
existing  
client uses

Calibrated  
across four  
continents



# Assess all behavioural traits to unlock more use cases

## Full behavioural suite

- Our core 7 behavioural traits provide enough to unlock personalised engagement
- Our full suite of behavioural measures is available for additional use cases, e.g. sustainable investing
- Provides new usable data sets – more insightful and accessible than transactional data
- Validated in the marketplace – to accurately reflect how people act in the real world

Suitability

Personality

Sustainability

Risk Tolerance

Confidence

Composure

Impulsivity

Spending  
Reluctance

Legacy  
Desire

Desire for  
Guidance

Familiarity  
Preference

Locus of  
Control

Financial  
Comfort

Liquidity  
Preference

Charity  
Orientation

Impact  
Desire

Impact  
Apprehension

Need for  
Evidence



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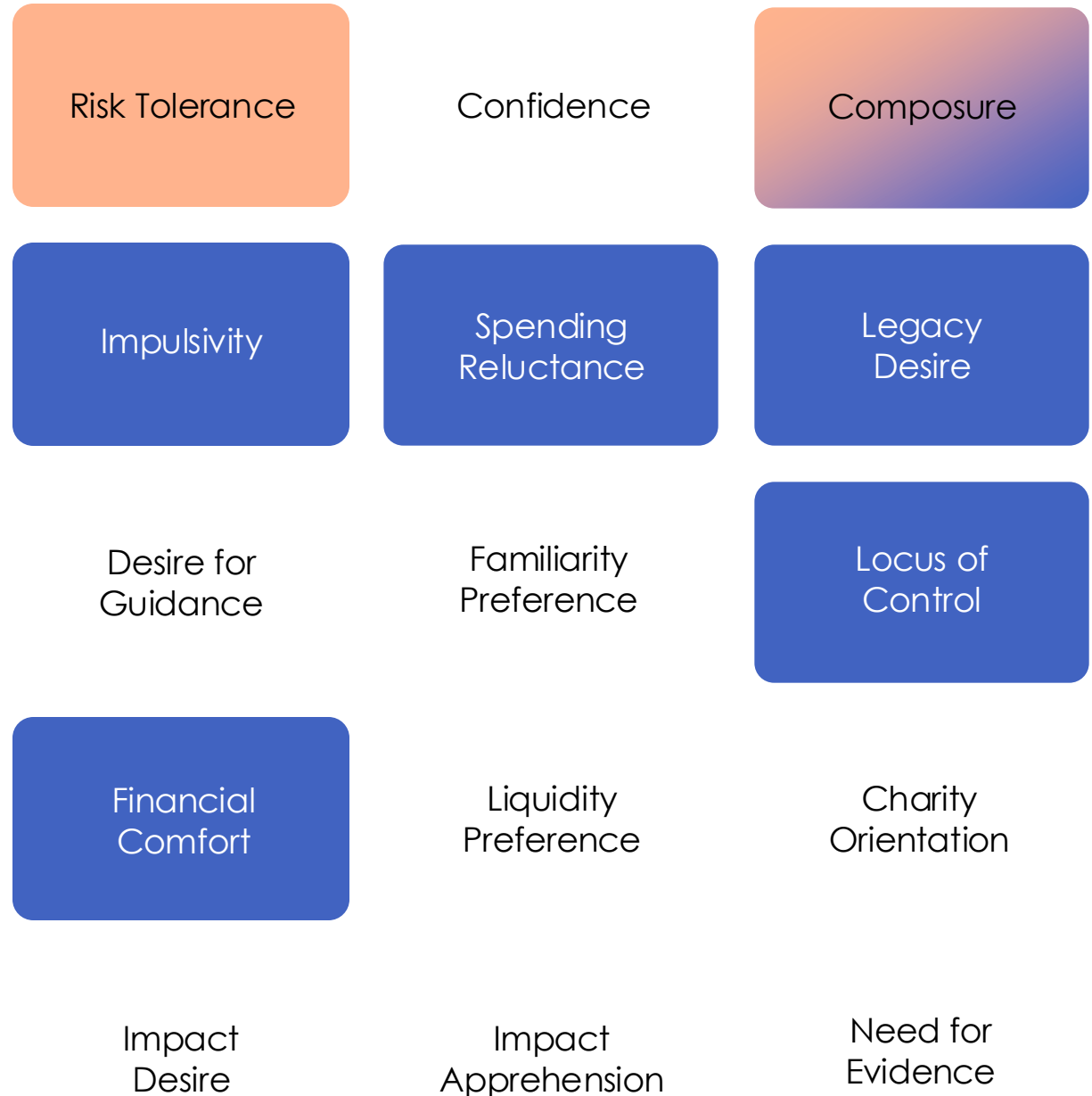
Impact  
Apprehension

Need for  
Evidence

# Guaranteed income behavioural fit

## Full behavioural suite

These seven scales guarantee maximum insight about how investors differ



Suitability

Personality

Sustainability

# Segment clients based on how they make financial decisions

## 2. Behavioural Personas

Clients are assigned to one of ten proprietary behavioural personas

Personas can be used to:

- Personalise at scale across comms, advice and investment solutions
- Guide top-down strategic planning and marketing
- Educate and reassure investors for better buy-in and more follow-through

### Planner



Financial comfort

LOW

Confidence

LOW

Desire for guidance

HIGH

### Persona description

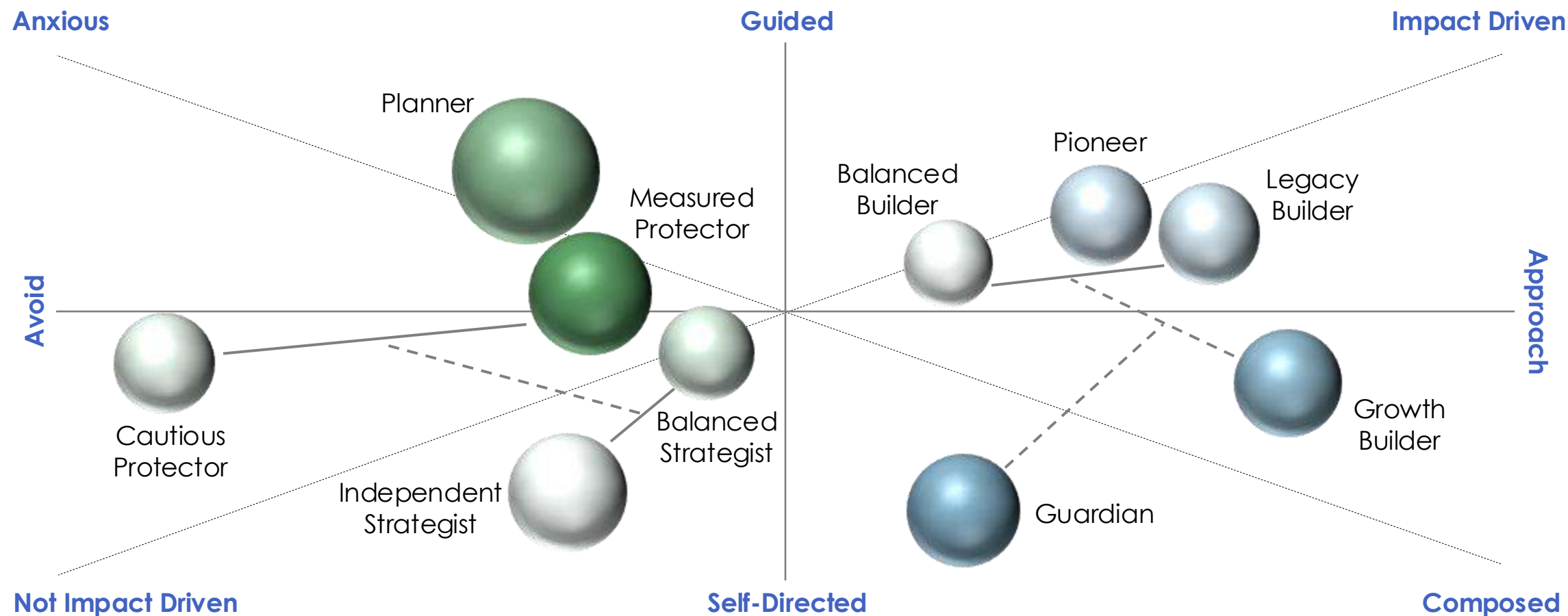
Cautious individuals who prefer familiar, low-risk options and seek guidance and evidence to feel secure in their financial decisions.

Planners like to feel in control. They prefer stability and clarity, but can get stuck in indecision or delay due to low confidence and a need for reassurance.



# Oxford Risk Behavioural Personas

Cluster analysis of thousands of research subjects across four continents



# Personas come with tailored guidance for advisers and wider teams

## Example persona overview

### Planner



Financial comfort

LOW

Confidence

LOW

Desire for guidance

HIGH

#### Cautious, Structured, Methodical

Cautious individuals who prefer familiar, low-risk options and seek guidance and evidence to feel secure in their financial decisions.

Planners like to feel in control.

They prefer stability and clarity, but can get stuck in indecision or delay due to low confidence and a need for reassurance.

#### ✓ Practical guidance:

- Start with a **cash buffer** to reduce risk-related anxiety.
- Use **step-by-step guidance** with minimal jargon.
- Offer **pre-commitment options** to help lock in an initial decision without pressure.

**Build confidence through simple steps**

# Map clients to personalised engagement recommendations

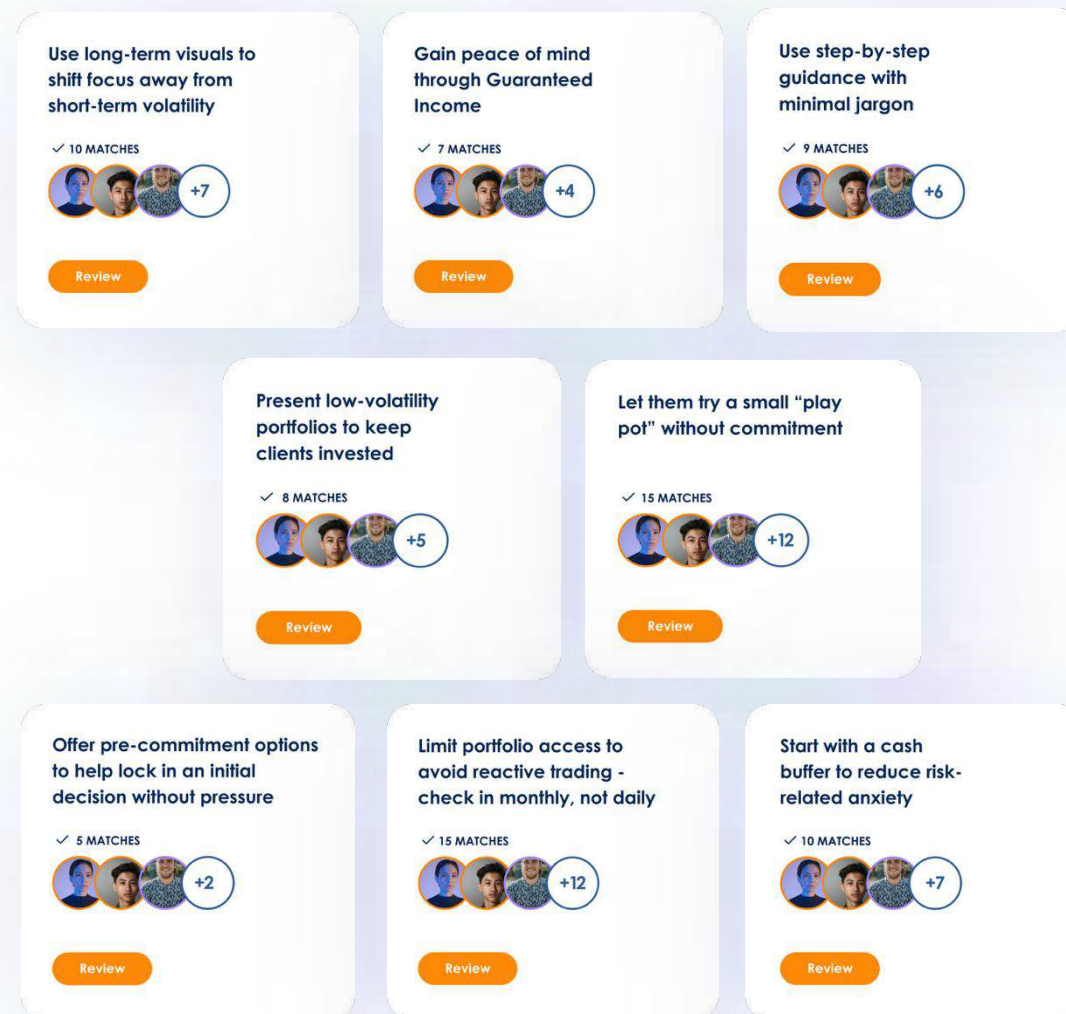
## 3. Engagement Libraries

Our algorithm matches investors to engagements for specific use cases, e.g. cash deployment

Your teams can then deliver recommendations through your existing channels, e.g. your CRM

### Engagements include:

- Behavioural interventions
- Product matching
- Tailored messaging
- Ideal timing of comms
- Ideal tone of comms



# Behavioural intervention categories



## Framing & Perception Shifts

Reframing investing in a way that makes it feel safer, more aligned with investor values, or less overwhelming.



## Reducing Decision Friction & Complexity

Helping investors feel confident by simplifying choices and lowering cognitive load.



## Managing Emotional Barriers & Risk Perception

Addressing fear, inertia, and risk aversion that prevent cash deployment.



## Social & Motivational Cues

Leveraging behavioural biases related to competition, peer influence, and momentum.

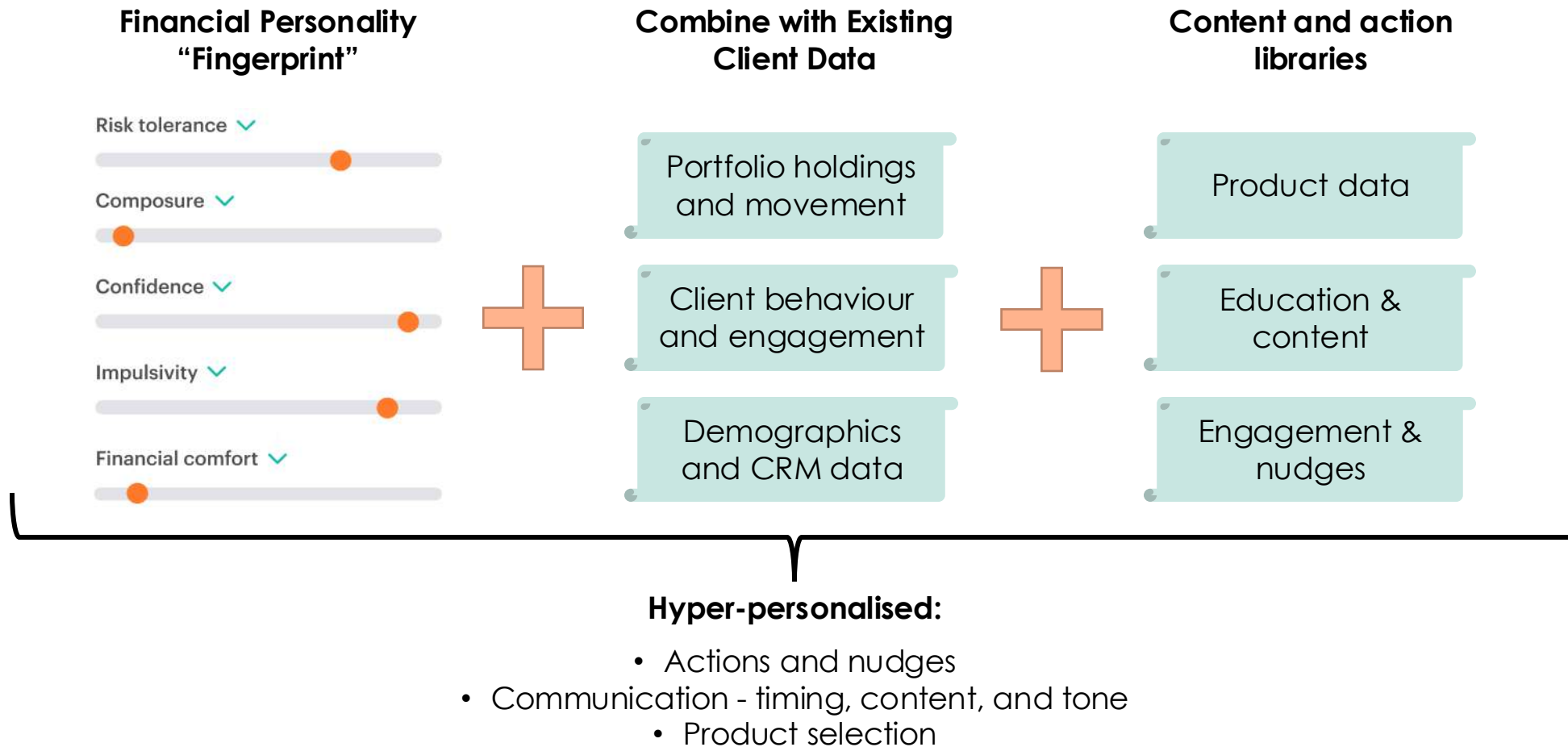


## Tactical Investment Nudges

Encouraging investment decisions through psychological triggers or mechanisms.

# Behavioural AI maps users to personalised actions and products

Full power of personalisation comes from the partnership of Oxford Risk's financial personality assessment and behavioural IP ... with your existing client data





# Example: Cash Deployment

Personalise actions, nudges, and product selection to help people invest

Take three investors with identical financial circumstances – each has substantial uninvested cash

However, they each have very different financial personalities

And so, need very different actions to overcome their individual behavioural barriers to investing

## Planner



Confidence: Low  
Composure: Low  
Impulsivity: Medium High

### Emotional Comfort

*Frame investments to feel emotionally manageable, not just financially optimal.*

## Guardian



Confidence: Medium High  
Composure: High  
Impulsivity: Medium Low

### Get Going!

*Prompt immediate action by making the first step simple and safe.*

## Pioneer



Confidence: Medium High  
Composure: Medium  
Impulsivity: High

### FOMO

*Motivate action by highlighting the future cost of missing out.*

# Precisely match clients to the right solutions based on their personality traits

## Personalised solution matching

We accurately match client's financial personality to the right solutions.

To enable more personalised support, more engaged clients and better outcomes.



# Integrate into your existing systems – with low-code tech and assured data privacy

## Powerful APIs

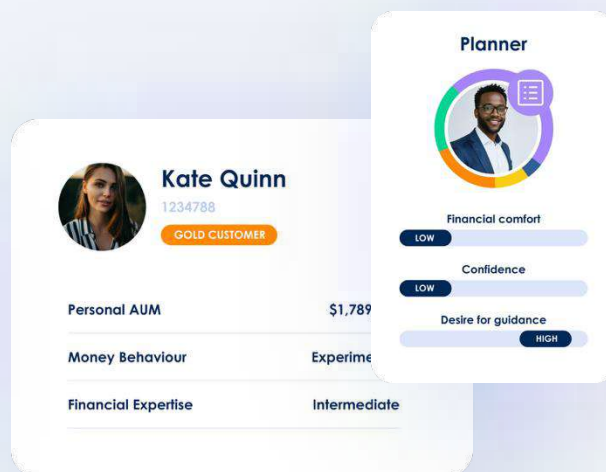
### Integrate into your BI platform

e.g. to visualise behavioural insights  
for your teams



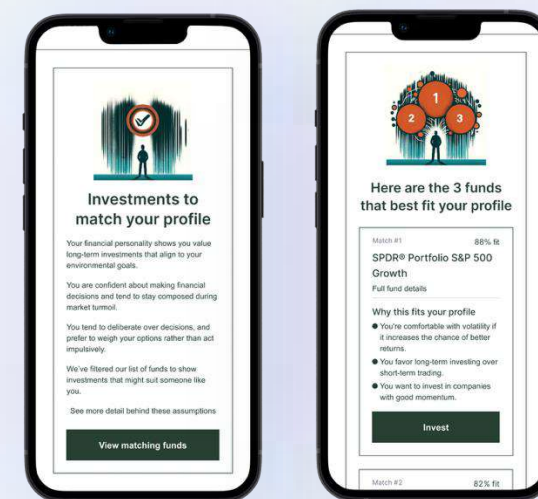
### Integrate into your CRM

e.g. for better targeting and more  
personalised campaigns

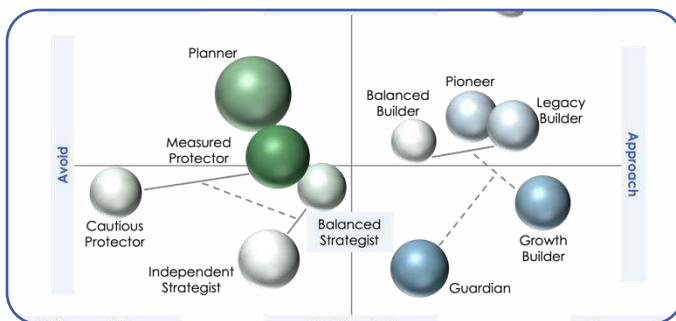


### Integrate into your product

e.g. to embed behavioural product  
matching into your user journey



# Using AI, machine learning, and LLMs to deliver behavioural finance at scale



## Machine learning analytics

- Use of ML to isolate and test traits, clusters, and personas
- AI models match investors to interventions and products

## Live model optimisation

- Analyse simultaneous behavioural interventions
- Real time optimisation of model parameters to boost effectiveness

## LLM hyper-personalisation

- Using LLMs to personalise message tone, length and medium

# Oxford Risk

# Thank you

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