

Schroders Italy unveils behaviour analysis tool Investimente.it



Schroders Italy has launched Investimente.it, a behavioural finance website aimed at private bankers and investment advisers, who will be able to test their clients to understand what drives their investment decisions.

The website has been developed with Italy's 'Centro di Ricerca in Epistemologia Sperimentale e Applicata - Università Vita-Salute San Raffaele' and will only be available on the Italian market.

The test lasts about 15 minutes and aims at highlighting which are the sub-optimal investment choices.

It will be available in two different versions, one for clients and one for advisers. The website is also available on iPad version.

Luca Tenani (pictured), head of distribution for Italy at Schroders, said that Investimente is designed to support financial advisers in their daily advisory tasks. "Financial education means to promote the understanding of investment products, as well as habits which play a role in investment decisions," he said.