



# WTW Professional Services

## Managing risk in a dynamic environment

Specialized understanding



Exceptional client service



Broader perspective on risk



Optimized outcomes



### The professional services (PS) industry is dynamic and constantly changing

2024 will prove to be another year full of opportunities and challenges for PS firms.

#### Opportunities

- With a complicated business environment causing many, if not most, of their clients to rethink their business models, they have no shortage of opportunities to help their clients lead through a challenging environment.
- Notably, they will have new tools at their disposal to manage client relationships as they increasingly develop use-cases for AI and generative AI.
- But the expectations are increasing too: Clients expect that technology will enable them to provide better, faster and cheaper service all while they must navigate increasingly complicated regulations and higher costs to deliver services (especially talent costs).

#### Top risks

- **Cyber:** Cybersecurity threats from new technology and digitalization will continue to evolve. There is a lot of investment in AI, machine learning and data analysis. The rise of AI will commercialize how firms serve customers and transform how firms operate.
- **Disaggregation of work:** Client demand is shifting with clients looking to reduce spending and moving work to lower priced firms. Resiliency is in focus for firms.
- **Economic uncertainty:** Lingered inflationary pressures and a soft-landing vs recession impact growth demand.
- **Regulatory changes:** Regulation is increasing in complexity, scrutiny and number of new issuances. Some areas we see this are around cybersecurity and data privacy, AI, segregation of activities. We are also seeing firms being brought into the regulatory spotlight because of advice provided to clients.
- **Workforce:** Talent and skillset shortages, employee engagement and burnout.
- **Global instability:** Geopolitical tensions and polarizing elections across the globe have far reaching impacts and are being watched closely by professionals.
- **ESG:** Firms have a heightened focus on the governance of risk, the “G” in ESG. There is also increased legal risk as DEI comes under attack for firms that have a high diversity initiative profile.

## Why WTW

- Companies deserve teams that deeply understand their business, risks and opportunities.
- Our “all-in” approach to industry specialization allows us to do just that, with teams of PS experts supporting all aspects of our work with clients. From sales to service to claims to analytics.
- Coupled with our global scale and deep servicing, broking and claims capabilities, we are transforming how law firms, accounting firms, consultancies and other PS firms think about, manage and transfer risk.
- Specific solutions include:

Problem	WTW solution
Cyber risk	<ul style="list-style-type: none"><li>• Leading cyber insurance solutions with manuscript policy wording and new facilities including CyProtect Bermuda and CyXS (UK)</li><li>• WTW <a href="#">Cyber Quantified</a> analytical tool: Predictive analytics and risk modeling</li><li>• Cyber risk consulting</li></ul>
Increased litigation threat	<ul style="list-style-type: none"><li>• Adverse judgement insurance</li><li>• Appeal bond</li><li>• WTW <a href="#">ESG Clarified</a> analytical tool</li></ul>
Increased regulatory scrutiny (i.e., investigations for advice provided to clients)	<ul style="list-style-type: none"><li>• Broad regulatory investigations coverage in D&amp;O and E&amp;O</li></ul>
Changing capital structure, consolidation and divestitures	<ul style="list-style-type: none"><li>• M&amp;A solutions</li></ul>
Talent attraction and retention	<ul style="list-style-type: none"><li>• Group programs: Umbrella/excess, business travel accident, identity theft</li></ul>
Workforce in geopolitical hotbeds	<ul style="list-style-type: none"><li>• Business travel accident</li><li>• Special contingency risk</li></ul>
Rapid adoption of generative AI	<ul style="list-style-type: none"><li>• Review of policy wording to identify coverage gaps</li><li>• Enterprise risk management consulting and analytics to develop risk scenarios and quantification for emerging risks</li></ul>
Interconnected risks	<ul style="list-style-type: none"><li>• Portfolio level analytical tools (i.e., WTW <a href="#">Connected Risk Intelligence</a>)</li></ul>

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### About WTW

At WTW (NASDAQ: WTW), we provide data-driven, insight-led solutions in the areas of people, risk and capital. Leveraging the global view and local expertise of our colleagues serving 140 countries and markets, we help you sharpen your strategy, enhance organizational resilience, motivate your workforce and maximize performance. Working shoulder to shoulder with you, we uncover opportunities for sustainable success — and provide perspective that moves you. Learn more at [wtwco.com](http://wtwco.com).



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