2025 Perspectives on Customization

2025 Global Institutional Investor Research

January 13, 2026

Executive Summary:

Crisil Coalition Greenwich gathered insights to help managers strategically balance resources for customized service offerings, focusing on what investors value in tailored DDQs, reporting, and servicing, and the benefits for firms that excel in customization.

Methodology:

Between February and September 2025, Crisil Coalition Greenwich interviewed 532 institutional investors globally to understand their views on manager customization.

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