

UOB Corporate Day 2019: Driving Client Centricity

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Integrate Banking Solutions into Consumer Top Lifestage/Style Priorities



Driving superior customer experience,
Growing customer franchise and Enhance profitability



Transforming the way we **BANK.** **PLAY.** **LIVE.**

Omni-channel
engagement



Design customer-centric
solutions and digitise processes
to make banking simpler



Leverage
partnership ecosystems



Channel Preferences Vary across Engagement Journey and Products



- 1 'DIGITAL' channels are preferred during the **research and post-purchase stages**
- 2 'OFFLINE' channels are preferred during the **purchasing stage**
- 3 'OFFLINE' channels are more relevant for **wealth, deposit and loan products**

		AWARENESS	CONSIDERATION	APPLICATION	SERVICE
WEALTH	Offline	30%	37%	56%	40%
	Digital	70%	63%	44%	60%
DEPOSIT	Offline	31%	40%	58%	41%
	Digital	69%	60%	42%	59%
LOAN	Offline	29%	40%	58%	42%
	Digital	71%	60%	42%	58%
CARD	Offline	23%	29%	45%	44%
	Digital	77%	71%	55%	36%

1. UOB's survey conducted in Singapore

Enhance Digital Capabilities to Engage Customers Online-to-Offline



Key Statistics ²	TRADITIONAL ¹		DIGITALLY ENGAGED			
	FY17	FY18	OMNI-CHANNEL ¹		DIGITAL ¹	
	FY17	FY18	FY17	FY18	FY17	FY18
% of UOB customers	55%	50%	34%	37% ↑	11%	13%
Average transactions ³	5	5	30	35	20	24
Average product holdings	1.54	1.54	1.85	1.87	1.48	1.47
% of total revenue	48%	43%	44%	49%	8%	8%

1. Traditional refers to customers using only branches and call centres; Digital refers to customers using only internet and mobile banking; Omni-channel refers to customers using both traditional and digital platforms.

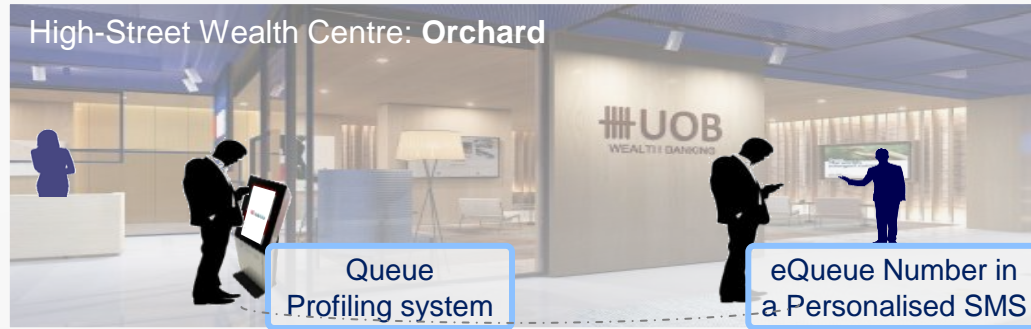
2. All figures are related to Singapore and annualised, where appropriate.

3. Branch, call centre, internet and mobile channels are used for comparison.

Transforming Physical Network

As physical channels are still used by digitally-savvy customers, we leverage **data analytics and technology** to **enhance the role of branches** to provide omni-channel engagement.

High-Street Wealth Centre: Orchard



Geospatial analytics-driven decisioning on touchpoint location/format

Locality knowledge augmented with data insights to enable network optimisation and touchpoint

Customer-centric journey



Customer **queue profile system**, offering **next best product/engagement recommendation** via personalised SMS for existing customers

Simple and seamless onboarding

Leverage SingPass/ MyInfo to enable quick and fuss-free onboarding for new-to-bank customers

One-stop financial services

Purpose-built digital financial advisory tool, augmented with face-to-face advisory, to address customers' needs for **borrowing, protection and investments**, beyond **saving and transactional** needs.

Digitise to Make Banking Simpler

Transforming customer onboarding journey

Improving turnaround time through digitisation

Aligning with Smart Nation



Customer is given the option to log into SingPass at point of online application



Fast application < 3-mins leveraging MyInfo



Automated KYC, income calculation and instant credit decision



Real-time approval via SMS



Customers can transact immediately

Authentication

Data Retrieval

Automated KYC and Credit Decisioning

Instant Approval

Instant Usage

Products

Savings and current accounts

Car loans

Mortgage loans

Credit cards

Online submission with MyInfo

Less than 15 minutes

1st bank to enable instant **digital onboarding** for **new-to-bank customers** across **ALL products**

Forging Ecosystems and Marketplace



Build the Largest Partnership **Ecosystems** and **Marketplace**



UOB Mortgage

Aug'18

Market's 1st digital **Home Loans solution**, partnering largest partner ecosystem (>80% agents, online marketplace)



UOB Utilities Marketplace

Nov'18
May'19

Market's 1st **Utilities marketplace** partnering the largest network of utilities partners (>60% electricity retailers, SP group and Singtel)



UOB Car Loan

Jul'18

Market's 1st digital **Car Loans solution**, partnering largest partner ecosystem (>70% dealers and online marketplace)



UOB Grab

Jan'19

Preferred banking partner, providing greater value and convenience for customers who commute



UOB LTA, TransitLink

Apr'19

Only bank appointed to process debit/credit payments at fare readers



SimplyGo with UOB Mastercard



UOB SIA

Apr'19

Partnering home-grown brand to address needs of frequent travellers



KrisFlyer UOB Credit / Debit Card / Savings Account

UOB X Travel Insider

Mar'18

Market's 1st **online travel marketplace** partnering the largest online travel agencies



UOB X Dining Advisor

Sep'17

Market's 1st **online dining platform** that provides honest food reviews and restaurant bookings



UOB Home Solution: Turning House Hunters into Home Owners

CUSTOMER JOURNEY

CUSTOMER-CENTRIC SOLUTION

RESULTS

AWARENESS



Research on house that suits his/her lifestyle



CONSIDERATION



Engage agent and showflat valuation



APPLICATION



Enquire financing package from banker



Wait 3 days for bank loan approval



SERVICE



Service loan

1

Online Affordability Calculator and **Instant** Valuation

2

Getbanker Instantly

3

Digitised and **Instant** Home Loan Approval

PAIN POINT



House valuation **after** showflat



Liaise with **multiple parties**



Multiple forms needed



3 days for loan approvals



SOLUTION



Credible and instant online property valuation



Liaise with **one party** with GetBanker



Hassle-free online approval with MyInfo



Instant generation of Letters of Offers

5

Partnerships with largest real estate agencies

40%

Penetration of active property agents

<1 min

Turnaround time for online valuation

3x

Lift in online applications

UOB Car Solution: Turning Car Hunters into Car Owners



CUSTOMER JOURNEY

CUSTOMER-CENTRIC SOLUTION

RESULTS

AWARENESS



Research on model that suits his/her lifestyle



CONSIDERATION



Test drive the car model



APPLICATION



Enquire financing package



Wait 2-3 days for bank loan approval



SERVICE



Service loan

1

Digitised
Car Loan Approval

2

Instant
Car Loan Approval

PAIN POINT



Loan applications through **physical** forms



Multiple forms needed



2-3 days for loan approvals

SOLUTION



Paperless
loan applications



Hassle-free online approval through 3 data points



Loan approvals cut to **15 mins**

12

Car dealerships



Partnership with Carousell

>50%

Online applications since launch

Cards Solution: The Right Card for Everyone

CUSTOMER JOURNEY

CUSTOMER-CENTRIC SOLUTION

RESULTS

AWARENESS



Research on card that suits his/her lifestyle



CONSIDERATION



Compare cards



APPLICATION



Apply for selected card



SERVICE



Pay recurring bills

1

Right Card Recommender

2

Digitised Card Application

PAIN POINT



Unaware of relevant credit card



Unable to choose appropriately



Manual filling of information



Up to a week for card approval



SOLUTION



Recommend a card that matches their lifestyle through data insights



Auto-population through MyInfo



Same day approval

40%

Increase in online credit card applications

>80%

of applications done through MyInfo

Omni-channel Wealth Creation Journey

CUSTOMER JOURNEY

CUSTOMER-CENTRIC SOLUTION

RESULTS

AWARENESS



Research on wealth planning advice online and offline



CONSIDERATION



Compares products/offers online

Consults financial advisors



APPLICATION



Understand risk-returns of various asset classes

Prefers to **take up** wealth product after **face-to-face consultation** with advisor



SERVICE



Ongoing transactions are preferred to be done online

1

Structured **Risk-First** Approach

2

Simple and Digital Investment Insights

3

Digital **Portfolio Advisory Tools**

PAIN POINT



Clients do not know **where to begin**



Complex investment insights



Singular and basic view of portfolio



SOLUTION



Structured **Risk-First approach** to address their financial goals and needs

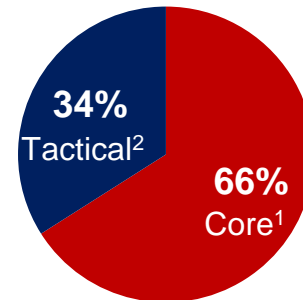


Digitally-delivered and simple infographics with key insights



Easy-to-visualise portfolio explorer, tracker and insight tools

AUM Mix



~900

Choice of bonds and funds on Portfolio Explorer

~90%

Portfolio tracker adoption rate within sales force

1. Core products are suitable for achieving long-term financial goals.
2. Tactical products are more focused on short-term capital appreciation.

Transforming the way we

BANK.



Travel



Dining

PLAY.

LIVE.

Home

Transport



On-the-Go

- Digital straight-through account opening
- Transactional and payment capabilities
- Digital Wealth advisory tools



Travellers

- Co-Brand cards and banking account
- Travel Insider



Diners

- Dining Advisor



Drivers

- Digital Car Loan solution and petrol offers



Ride-Hailers

- Greater value and convenience



Commuters

- LTA/TransitLink: SimplyGo with hassle-free Account based ticketing



Home-Seekers/Owners

- Digital home loan solution,
- Utilities Marketplace
- Everyday groceries rebates that bring about more savings
- Exclusive mobile plans and rebates

Thank You



RIGHT BY YOU

