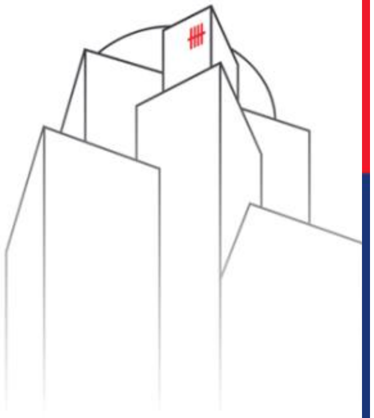


UOB Corporate Day 2019:
Driving Client Centricity

Jacquelyn Tan
Personal Financial Services Singapore

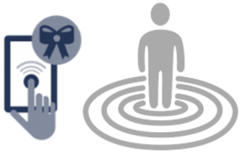
15 May 2019

Integrate Banking Solutions into Consumer Top Lifestage/Style Priorities

UOB

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**

CHANNEL BEHAVIOUR		Engagement Journey[1]			
		AWARENESS	CONSIDERATION	APPLICATION	SERVICE
		Find best product provider	*Comparison of offers*	*Product take-up and advisory*	*Ongoing transactions*
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

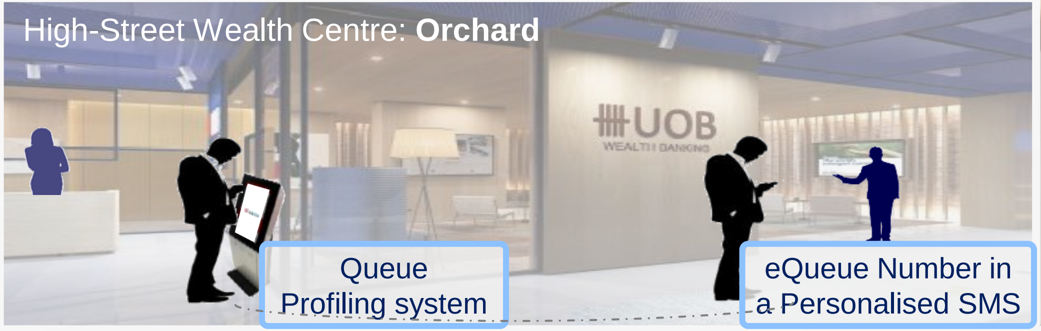
Enhance Digital Capabilities to Engage Customers Online-to-Offline

Key Statistics [2]	TRADITIONAL[1]		DIGITALLY ENGAGED: OMNI-CHANNEL[1]		DIGITALLY ENGAGED: 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.



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

UOB

Transforming customer onboarding journey

Improving turnaround time through digitisation

Aligning with Smart Nation

Authentication

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

Data Retrieval

Fast application **< 3-mins** leveraging MyInfo

3 min

Automated KYC and Credit Decisioning

Automated KYC, income calculation and instant credit decision

Instant Approval

Real-time approval via SMS

Instant Usage

Customers can transact immediately

Products	Online submission with MyInfo
Savings and current accounts	Less than 15 minutes
Car loans	
Mortgage loans	
Credit cards	

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**

LIVE

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)

COMMUTE

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

PLAY

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

UOB

CUSTOMER JOURNEY

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

CUSTOMER-CENTRIC SOLUTION

1. **Online** Affordability Calculator and **Instant** Valuation
2. **Getbanker** Instantly
3. **Digitised** and **Instant** Home Loan Approval

PAIN POINT	*SOLUTION*
House valuation **after** showflat	**Credible and instant** online property valuation
Liaise with **multiple parties**	Liaise with **one party** with GetBanker
Multiple forms needed	**Hassle-free** online approval with MyInfo
3 days for loan approvals	**Instant generation** of Letters of Offers

RESULTS

- **5** — Partnerships with largest real estate agencies
- **40%** — Penetration of active property agents
- **<1min** — Turnaround time for online valuation
- **3x** — Lift in online applications

UOB Car Solution: Turning Car Hunters into Car Owners

UOB

CUSTOMER JOURNEY

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**

CUSTOMER-CENTRIC SOLUTION

1 **Digitised** Car Loan Approval

2 **Instant** Car Loan Approval

PAIN POINT	*SOLUTION*
Loan applications through **physical** forms	**Paperless** loan applications
Multiple forms needed	**Hassle-free** online approval through 3 data points
2-3 days for loan approvals	Loan approvals cut to **15 mins**

RESULTS

12 | Car dealerships

Partnership with Carousell

>50% | Online applications since launch

Cards Solution: The Right Card for Everyone

CUSTOMER JOURNEY		CUSTOMER-CENTRIC SOLUTION		RESULTS
		1 Right Card Recommender	**2 Digitised Card Application**	
		PAIN POINT	*SOLUTION*	
AWARENESS	**Research on card that suits his/her lifestyle**			
CONSIDERATION	**Compare cards**	**Unaware** of relevant credit card; **Unable** to choose appropriately	**Recommend a card** that matches their lifestyle through data insights	**40%** Increase in online credit card applications
APPLICATION	**Apply for selected card**	**Manual** filling of information	**Auto-population** through MyInfo	**>80%** of applications done through MyInfo
		Up to a week for card approval	**Same day** approval	
SERVICE	**Pay recurring bills**			

Omni-channel Wealth Creation Journey

UOB

CUSTOMER JOURNEY	CUSTOMER-CENTRIC SOLUTION	RESULTS

CUSTOMER JOURNEY

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

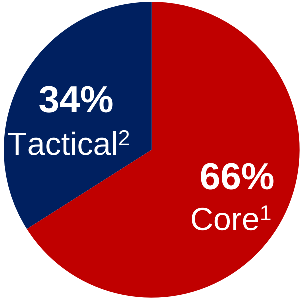
CUSTOMER-CENTRIC SOLUTION

1. Structured **Risk-First** Approach
2. **Simple and Digital** Investment Insights
3. Digital **Portfolio Advisory Tools**

PAIN POINT	*SOLUTION*
Clients do not know **where to begin**	Structured **Risk-First approach** to address their financial goals and needs
Complex investment insights	**Digitally-delivered and simple** infographics with key insights
Singular and basic view of portfolio	**Easy-to-visualise** portfolio explorer, tracker and insight tools

RESULTS

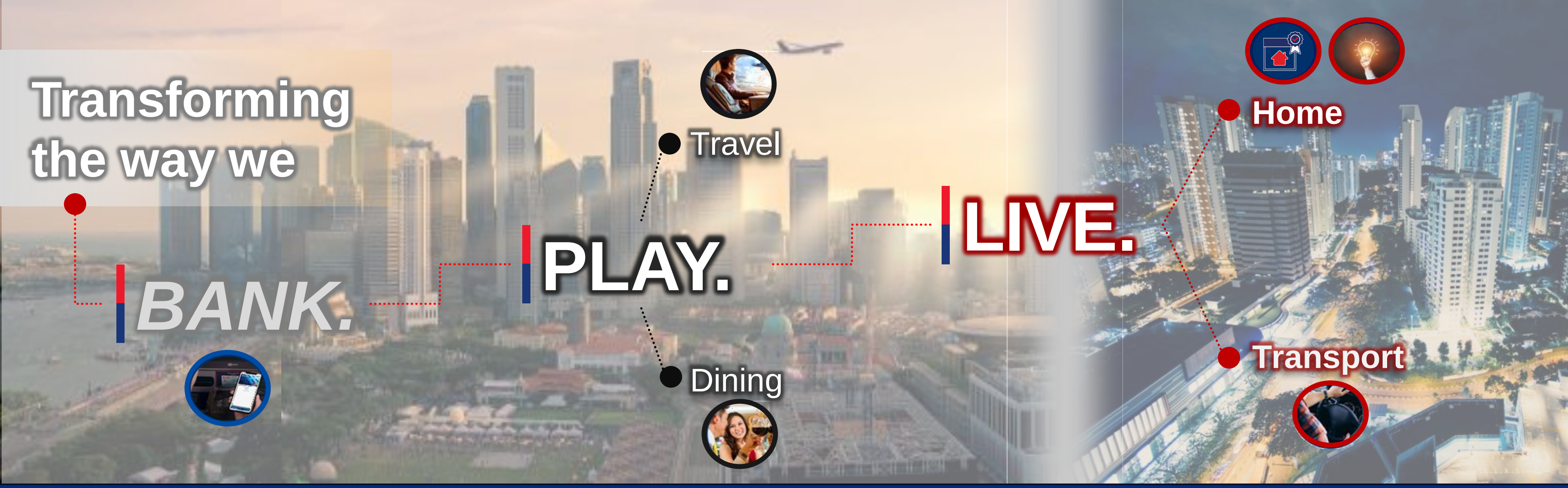
AUM Mix



~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.



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

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