

UOB deepens digital skills of its employees through the Professional Conversion Programme

Training complements Bank's existing programmes that prepare employees for future responsibilities and roles in financial services

Singapore, 27 November 2017 – United Overseas Bank's (UOB) today announced it has rolled out the first phase of its Professional Conversion Programme (PCP) to strengthen the digital capabilities of its employees in Singapore. The PCP adds to the suite of existing technology-based training programmes run by the Bank to enhance the skillsets of its employees.

UOB's 900 employees from its network of branches island-wide are the first to be enrolled in the PCP. The customer-facing employees, from service associates to assistant branch managers, will undergo the training programme to deepen their digital skills in areas such as design thinking, customer journey design, channel management, and scenario analysis and planning. Each course will be conducted through classroom learning, workshops and on-the-job training, and will take between three and 12 months for the employees to complete.

The modular programme, which also covers digital marketing, social media engagement and data analytics, will be integrated into UOB's training programme which aims to equip all branch employees with the technology-based skills they will require for future roles and responsibilities.

Ms Jenny Wong, Head of Group Human Resources, UOB, said, "UOB prioritises continuous training and development for our people to ensure their professional growth and to encourage more enterprising thinking. Last year alone, UOB invested \$20 million in training and development programmes for our people. The PCP complements our Group-wide suite of training programmes aimed at deepening the digital capabilities and expertise of our colleagues. Given the influence of technology in shaping the lives and preferences of our customers, we must ensure our people are equipped with the relevant skillsets and agile mindsets for the future. With broader minds and more informed thinking, they will also find their roles more fulfilling through the value they see they create."

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Ms Janet Young, Head of Group Channels and Digitalisation, UOB, said, “At UOB, we wrap the warmth of the human touch with the speed, simplicity and security that technology brings. As our branches are very often the first touchpoint for our customers and many of them conduct their banking transactions face-to-face with us, we selected our branch colleagues to be the first to undergo the PCP.

“The PCP will supplement the programmes we have been running over the past three years to help our colleagues experience, understand and apply emerging technologies for our customers’ benefit. Our branch colleagues will also be able to use their enhanced digital skills to help guide our customers to embrace the benefits that technology can add to their lives,” she said.

UOB will be holding more courses under the PCP to include areas such as risk management and wealth management for other functions in the organisation in the coming months.

The PCP was developed in collaboration with Workforce Singapore (WSG), the Monetary Authority of Singapore and The Institute of Banking and Finance. All modules will be accredited under the IBF Standards Training Scheme, Financial Training Scheme or by WSG, which are recognised nationally. The PCP is part of WSG’s Adapt and Grow initiative to support mid-career Professionals, Managers, Executives and Technicians (PMETs) to stay relevant amid the digital transformation taking place in the finance industry.

Mr Tan Choon Shian, Chief Executive of WSG said: “We are encouraged that UOB and other local banks are investing strongly in continuous training and upgrading of staff to enable them to be relevant and take on higher value jobs. WSG and our partners remain committed to help more financial institutions relook existing job functions and transform their workforce to prepare them to transit to new and emerging job roles brought about by digitalisation and boost their competitiveness in this important growth sector.”

– Ends –

Appendix

Quote from Ms Audrey Gan, Assistant Branch Manager at UOB Main Branch and in the pioneer batch to participate in UOB's PCP

“The banking industry has changed in so many ways over the past 40 years. At each transition point, I have always felt well-equipped to face the changes as a result of the training that UOB has given me. As our customers’ banking preferences change with the increased use of technology, we must also adapt so that we can think ahead for them and continue to provide them with the quality of service they have come to expect of us,” Ms Gan said.

Background

Ms Audrey Gan, a 61-year-old Assistant Branch Manager at UOB Main Branch, was among the first to participate in the Bank’s PCP. She has been with the Bank since she started her career 41 years ago as a Service Associate. Over the years, she has experienced various changes in the industry - including being part of the team that first used computers to record banking transactions.

WSG’s support for companies’ PCPs

PCPs aim to help companies lower their costs of reskilling their employees by providing salary support at 70 per cent of each participant’s monthly salary, capped at \$4,000 per month, for the PCP training period. Enhanced salary support of 90 per cent of each participant’s monthly salary, capped at \$6,000 per month, will be applicable for Singapore Citizens who are mature PMETs aged 40 and above.

Participating companies will also receive course fee support of up to 90 per cent.

Eligibility criteria for UOB PCP for Consumer Banking

- Be a Singaporean Citizen or Permanent Resident
- Be an existing employee of UOB
- Be in a job role undergoing transformation and trained to take on new skills under the PCP



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About United Overseas Bank

United Overseas Bank Limited (UOB) is a leading bank in Asia with a global network of more than 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. Since its incorporation in 1935, UOB has grown organically and through a series of strategic acquisitions. UOB is rated among the world's top banks: Aa1 by Moody's and AA- by Standard & Poor's and Fitch Ratings respectively.

In Asia, UOB operates through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia and Thailand, as well as branches and representative offices across the region.

UOB plays an active role in the community, focusing on art, children and education. It has, over more than three decades, held the longest-running art competition in Singapore, the UOB Painting of the Year, which has since been extended across Southeast Asia. In recognition of its contributions to the arts, UOB was conferred the Singapore National Arts Council's Distinguished Patron of the Arts Award for the 13th consecutive year in 2017. UOB also encourages its employees across the region to be involved in its regular volunteer activities. This includes the annual UOB Heartbeat Run/Walk which is held in China, Hong Kong, Indonesia, Malaysia, Singapore and Thailand.

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