UOB Engage: Winning in Digital
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What banks do

1. Have conversations
2. Make you sign paper
3. Change digit on computer
Banks deal with data
More in common than we think

- **Facebook**: 1.23b active users
- **Forbes**: 434m active users
- **Google**: 1.17b unique searchers
- **WhatsApp**: 1bn active user
What is the battle truly about? Frequency

Share of Total Mobile App Spent
US Millennials (Ages 18-34), June 2015

- Facebook: 21%
- Pandora: 14%
- YouTube: 6%
- Instagram: 4%
- Spotify: 3%
- Facebook Messenger: 3%
- Snapchat: 3%
- SoundCloud: 3%
- Netflix: 2%
- Google Search: 1%
- All Other: 1%

60% of time spent on top 10 Apps.

40% being fought over by the other 2 billion.
How to build engagement via frequency?

**CONVENIENCE**
Simple and Fast

**CONTEXT**
Right place and right time

**COUNT (FREQUENCY)**
Every day as often as possible

Connectivity

Data Analytics
The making of

UOB MIGHTY
Banking alone won’t drive more engagement

* Paid with UOB Card
+ Using UOB card on mobile contactless
Mighty – Beyond Banking

**BANK**
Manage your finances on the go

**PAY**
First in market – Pay with your Android and iOS

**DINE**
Search, book & rate your dining experience

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**Active Usage**

100k new users in 6 months

Once a month

Yet increased by more than 60%
A customer’s search for food

Rate
- Pay with UOB Card at F&B outlet and prompt for review
- Upload image
- Food, Service, Cost: 1 to 5 stars
- Split bill

Search
- By catalogue
- By favourites
- By location, distance, cuisine, occasion
- By rating
- Ask for smart recommendations

Book (Partner model)
- Online reservations
- Pre-order & pick up
- Order and deliver
- Order and pay

Dine & Pay
- Enjoy your food
- Take pictures of the best dish

40,000+ ratings collected over 8 months
Refining the customer experience

Reviews → Even Better Search
Building the contactless ecosystem

2 years in the making

- Introduction of contactless cards
- Rollout of contactless terminals
- Implementation of tokenisation infrastructure
- Launch of NFC mobile app

TODAY

- Lifting of transaction limit
- Transit Acceptance
What’s next
Mighty - Instant Card Issuance

**WHAT:**
Ability to instantly add a credit card to mobile phone and use immediately for NFC payments.

**CONVENIENCE:**
No longer need to wait days for physical cards to arrive.

**CONTEXT:**
Relevant offer can be enjoyed immediately at merchant, or even by country.
Mighty - Contactless ATM Withdrawals

- **WHAT:**
  Use mobile phone to access ATM for cash withdrawals.

- **CONVENIENCE:**
  Reduce number of physical cards in wallet. ‘Forgot ATM card’ scenario addressed as well.

- **CONTEXT:**
  Relevant notifications and alerts sent to customer based on segment and location at point of withdrawal.
Winning In Digital

1. UOB has a unique, differentiated mobile strategy
2. Our formula: Convenience + Context = Count (Frequency)
3. Mighty Dine: Good initial results, continuous improvements
4. Contactless: Ahead of the pack
5. It’s just the beginning: More exciting things coming
Thank You