UOB Corporate Day 2019: Driving Performance and Customer Engagement

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Our Customer-Centric Approach

% of customers willing to buy products/services online (with no branch)

- Young: 45%
- Traditional: 30%
- Affluent: 30%
- SMEs: 25%
- Deposits: 50%
- Unsecured: 45%
- Mortgages: 20%
- Wealth: 20%

Source: UOB’s surveys
Improving Customer Experience and Productivity

Consumers
Augmenting customer experience

Corporates
Providing customised solutions and products platforms

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<tr>
<th>Acquire</th>
<th>Onboard</th>
<th>Serve</th>
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<tbody>
<tr>
<td>Offline</td>
<td>Simplify and automate processes</td>
<td>Migration to online channels</td>
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<td>Optimise branch network</td>
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<td>Forge ecosystem partnerships</td>
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<td>Online</td>
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<td>Harness analytics and machine learning</td>
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Note: Non-exhaustive list of initiatives
Enhancing Corporate and Control Functions

Examples

- Risk Management
- Internal Audit
- Human Resources
- Compliance
- Finance
- Data Management

- Enhancing roles as strategic business partners
- Equipping staff with skills for the future
- Employing new techniques and technologies for automation and value-added activities
Achieving Our Medium-Term Goals by 2021

- **Customer engagement**: Improve net promoter score across key customer segments.
- **Revenue mix outside Singapore**: Increase close to ~50%.
- **Cost-to-income ratio**: Decline close to ~42%.
Thank You