

Re-architecting the back end

We have invested more than SGD 5 billion in the past few years to develop a platform which enables us to be faster to market. We can now “plug and play” technologies from partners using Application Programming Interfaces (APIs) and have started to leverage cloud technology and microservices to be even more agile, scalable and fintech-like.

Digital to the core

From re-architecting our technology infrastructure to transforming our front end, DBS is seeking to become digital to the core. Whether it is credit cards, wealth or SME, we make it simple and easy for customers to engage with us digitally. Coupled with a focus on agile methodology and journey thinking, we have been able to improve speed to market and the customer experience. This translates to more digitally-engaged customers, as well as higher returns per customer. In particular, consumer banking and SME customers who engage with us digitally account for 2x more revenue, on average, than other customers.

Transforming the front end

Today, customers – individuals and corporates alike – are increasingly starting relationships, transacting or engaging with us online or via mobile. A growing number of customers are online and mobile banking users – over 3 million and 2.2 million respectively.

Online wealth

DBS iWealth clients can conduct their banking transactions, manage their wealth and trade on a single platform – a first in Singapore. More than 70% of DBS wealth clients are online and mobile banking users.

Online SME

More than 60% of SME customers in Singapore start their relationships with us digitally, opening their accounts online.

Online payments

POSB Smart Buddy, a global first, allows school children to pay for their food using wearable tech.

With DBS Remit, customers can remit funds online to nine countries including China, India and USA, without incurring any charges in most cases.

DBS PayLah! has become the fastest-growing personal mobile wallet in Singapore, with more than 450,000 users.

Online cards

About 140,000 customers use DBS Omni, a first-of-its-kind credit card app in Hong Kong, to instantly verify card transactions, track personal finances and redeem cash rebates. DBS Omni users spent 2.8x more than other card-holders.

