

Deeper. Broader. Smarter.

Deeper

Consumer Banking/ Wealth Management



DBS PayLah!

DBS PayLah! is Singapore's fastest-growing personal mobile wallet with more than 785,000 users. We were the first e-wallet in Singapore to enable QR code payments and now process more than 15,000 peer-to-peer transactions a day.

Through our digital strategy, DBS continues to deepen wallet share of consumer and institutional customers in our core markets of Singapore and Hong Kong.

Our relentless focus on digitalising the bank is paying off. It has been instrumental in helping us create new income streams and gain market share.

In a mature market like Singapore, this strategy has propelled us to top position in mortgages, auto loans, cards and bancassurance.



Acquiring wealth management customers online

37% of our new wealth management customers started their relationship with us online.



DBS iWealth

Our wealth management customers are the first in Singapore to be able to conduct banking transactions, manage their investment portfolio and trade from one single app.

Today, 92% of our equity transactions are done digitally. Of these, in the fourth quarter of 2017, 30% were done via the mobile phone.



POSB Smart Buddy

POSB Smart Buddy is the world's first in-school wearable tech savings and payments programme. Since its official launch in August 2017, more than 30 schools have signed up for it.

SMEs



SME online account opening

80% of our new SME customers in Singapore started their relationship with us digitally.



World's largest financial services application programming interface (API) platform

With over 180 APIs across more than 20 categories such as funds transfers, rewards, DBS PayLah! and real-time payments, DBS' API platform counts as the world's largest in the financial industry. Household names such as AIG, McDonald's, MSIG and PropertyGuru have already plugged into it to develop solutions that help customers live more, bank less.



DBS Home360

The DBS Home360 app is the first app that introduced the power of virtual reality to the Hong Kong residential property market. It was developed in partnership with Century 21, one of Hong Kong's largest realtors. Homebuyers are now able to get an affordability assessment on-the-go, while browsing shortlisted properties that DBS Home360 identifies. They can also make use of the virtual reality function and "tour" properties in the comfort of their own home.



Online payments

We saw a 2.7 times increase in corporate Fast and Secure Transfers payments in 2017.

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Our digital strategy has enabled us to broaden our footprint in growth markets. It has made it possible for us to expand our reach into new customer segments without expensive physical distribution networks.

India



digibank India

India's first mobile-only bank – which is branchless, paperless and signatureless – has signed on over 1.8 million customers since its launch.



Tally partnership for SME banking

The integration of DBS India's e-banking platform with Tally, a popular SME accounting software, has improved customers' ability to access financial information and manage cash flow. The value proposition has accelerated the growth of our SME base in India.

Indonesia



digibank Indonesia

Following the launch of digibank in India, we introduced digibank in Indonesia in 12 months instead of 24.

China



Onboarding through WeChat

Customers in China can complete their onboarding process for DBS online banking in just three steps on the WeChat platform. Once done, they can enjoy banking services 24/7.

Taiwan



Personal loan collaboration with ibon at 7-Eleven

DBS Taiwan collaborated with ibon at 7-Eleven to allow customers to apply for personal loans at 5,000 outlets in Taiwan. The partnership offers greater customer convenience, and accounts for around 15% of new personal loan applications.

Broader

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Smarter

Digitalisation has helped us work smarter, reduce manual processes, and increase productivity.

From improving the way our customers pay for their everyday coffee to growing their businesses and wealth, we understand that our customers want to live more, bank less.

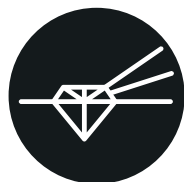
We improved the way we work so that we can provide solutions that are joyful to all our customers from large corporates to the man-on-the-street.



IDEAL RAPID

The IDEAL RAPID API helps verify and expedite customer payments and claims instantly.

Customers of global insurance firms such as AIG, Chubb and MSIG can now get their travel insurance claims verified and paid out instantly.



Treasury Prism

With Treasury Prism, the world's first online treasury and cash management simulation tool, chief financial officers and corporate treasurers can manage and project their cash positions at the click of a button.

More than 200 corporate treasurers signed up to use the solution in the first four weeks of launch.



CYCLE

With the CYCLE tool, our wealth management relationship managers (RMs) have a full view of a customer's life stage, investment patterns and lifestyle preferences at their fingertips. This has resulted in strong gains in RM productivity across all wealth segments.



Talent management

People are our greatest asset and we want them to have meaningful careers with us.

With this in mind, the human resources team uses predictive data analytics to proactively identify potential employee attrition so that their managers can provide the necessary career guidance.



@live app

Like other customer centres, ours suffered from high employee attrition and absenteeism. To address this, we worked with our customer service officers (CSOs) to develop an app that would enable them to bid for shifts, get instant feedback on their performance, and receive peer compliments.

Since the @live app was introduced, it has imbued the CSOs with a sense of belonging and purpose. Attrition and absenteeism rates have since dropped to one of the lowest among our industry peers.

The higher morale has resulted in a 23 times increase in customer compliments.



Audit

Through predictive data analytics, internal audit teams can now better monitor sales processes, trading activities and branch risk profiles. We also receive early warning of possible credit deterioration.

These insights have led to better risk management through timely alerts to senior management.