

SUNDAY BANKING



Alvin Lee

Maybank Singapore's head of community financial services Alvin Lee talks about the bank's efforts in making branch banking quicker and easier for customers.

What does offering Sunday banking services in more branches mean to the bank?

We understand that working adults have tight schedules on weekdays and most banks are closed on weekday nights, leaving them with little option other than weekends to do their banking. With this in mind, Maybank sees the need to increase the number of branches offering Sunday Banking services. Our branches are located in lifestyle malls and near transport nodes, so customers and their families can come to a branch whilst they go about their weekend activities.

Maybank's Sunday Banking was first rolled out in January 2016 and is targeted at not just the working adults, but young parents and millennials. All four Sunday Banking branches are strategically located across Singapore, enabling us to serve residents and business owners in these neighbourhoods.

How are you planning to innovate your branches according to your customers' evolving needs?

We are constantly reviewing and innovating our branches to suit our customers' needs and banking habits. For example, we aim to serve our customers within 10 minutes. To achieve this, we have centralised some processing functions as well as enhanced our back-end procedures and technologies to shorten transaction time. We also understand that our younger customers prefer self-service on Internet Banking websites and mobile apps, or they simply reach out to the bank's contact centre for phone banking services. We are therefore increasing these touchpoints both in our new branches as well as through digital channels to enrich customers' banking experience.

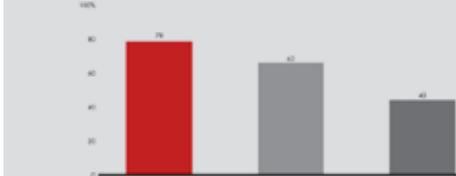
Aggregator threat closes in on open banking

When incumbents assess the risk that comes with the increasing inclination of regulators to require open application programming interfaces (APIs), the potential of aggregators to whisk away clients ranks high as an emerging threat. In Japan, for example, new rules have been directing banks such as Mizuho Bank to use open APIs, which means having to disclose more information than ever before, providing customers with greater insights into their banks' performance compared with other providers. Aggregators stand to benefit from this shift, offering customers the chance to seek out their ideal financial products and the convenience to switch to other platforms, said Stanford Swinton, partner at Bain & Company.

"With open APIs, many of the long-standing barriers to switching providers will dissipate," said Swinton. "Big banks face the prospect that many of their customers may seek out the convenience of digital aggregators, taking their accounts, and the profit pools they represent, with them. They have a reason to be concerned."

With the high stakes at hand and the looming regulatory pressure to embrace aggregation, incumbents are starting

Percentage of customers willing to share personal data for better account offer



Source: Bain & Company, Salesforce and MaritzCX Open Banking Survey of UK customers, 2017 (n=>4,000)

to explore partnering with third-party digital platforms to achieve their digital goals, said Nilesh Vaidya, executive vice president at Capgemini. "With regulators across the globe pushing for API adoption, banks will eventually be forced to share data with collaborators."

For instance, Mizuho Bank customers may be a potential target for aggregators when the bank shifted to API banking in June 2017. Instead of competing, however, the bank said that it "continues to collaborate with business partners to create and provide innovative, secured services for customers."

Despite this, Vaidya reckoned that the financial services industry is a laggard in API adoption, adding that banks outside Europe need to be more proactive in API implantation rather than waiting for regulatory compliance to become mandatory. He said some European banks are implementing APIs to bolster "collaborative innovation" as seen in Citibank, Fidor, and BBVA developing an API marketplace to house new concepts in online banking.



63% of customers are willing to share financial information with a competing bank, fintech, or aggregator for a better offer.

Rise of conversational banking: Siri, what's my balance?

PRODUCT WATCH

Banking has become a lot more convenient with the launch of OCBC Bank's artificial intelligence-powered (AI) conversational banking, being the first bank in Singapore to enable its customers to do their daily banking transactions using just their voices. The technology is currently anchored on Siri, Apple's omnipresent virtual assistant.

Clients with the latest version of the OCBC Mobile Banking App can now perform banking transactions with simple questions like: "Hey Siri, what's my balance?" or "How much money do I have in my bank account?" or "What is my credit card spend?" Clients can also use the latest version of the OCBC Pay Anyone app to transfer funds through conversations with Siri.

To add to the security features of the technology, all transactions would have authentication requirements through fingerprint or facial recognition (for iPhone X users) methods.



Making a payment via Siri



OCBC's voice-powered banking