

HKRSA

香港退休計劃協會

The Hong Kong Retirement Schemes Association

Retirement
Beyond
Dollars
and Cents
HKRSA 2022

策略與創新 - 實現與強積金 / 退休金成員之互動體驗

2022年5月12日(星期四)上午11:00至中午12:00



Allianz
Global Investors
安聯投資

Amundi
ASSET MANAGEMENT
東方匯理 資產管理

bct
銀聯集團

Fidelity 富達
INTERNATIONAL

First Sentier
Investors
首源投資

FRANKLIN
TEMPLETON®

Manulife 宏利

Mercer

Ninety
One
晉達

T.RowePrice 普徠仕

泰康
Taikang
泰康資產(香港)
Taikang Asset (HK)

COVID-19 - Accelerates the digital transformation and creates a landscape that will continue to encourage technological adoption in the market.

eMPF – A phased migration of account information will start by April 2023 at the earliest, and the Platform will come into full operation in 2025.

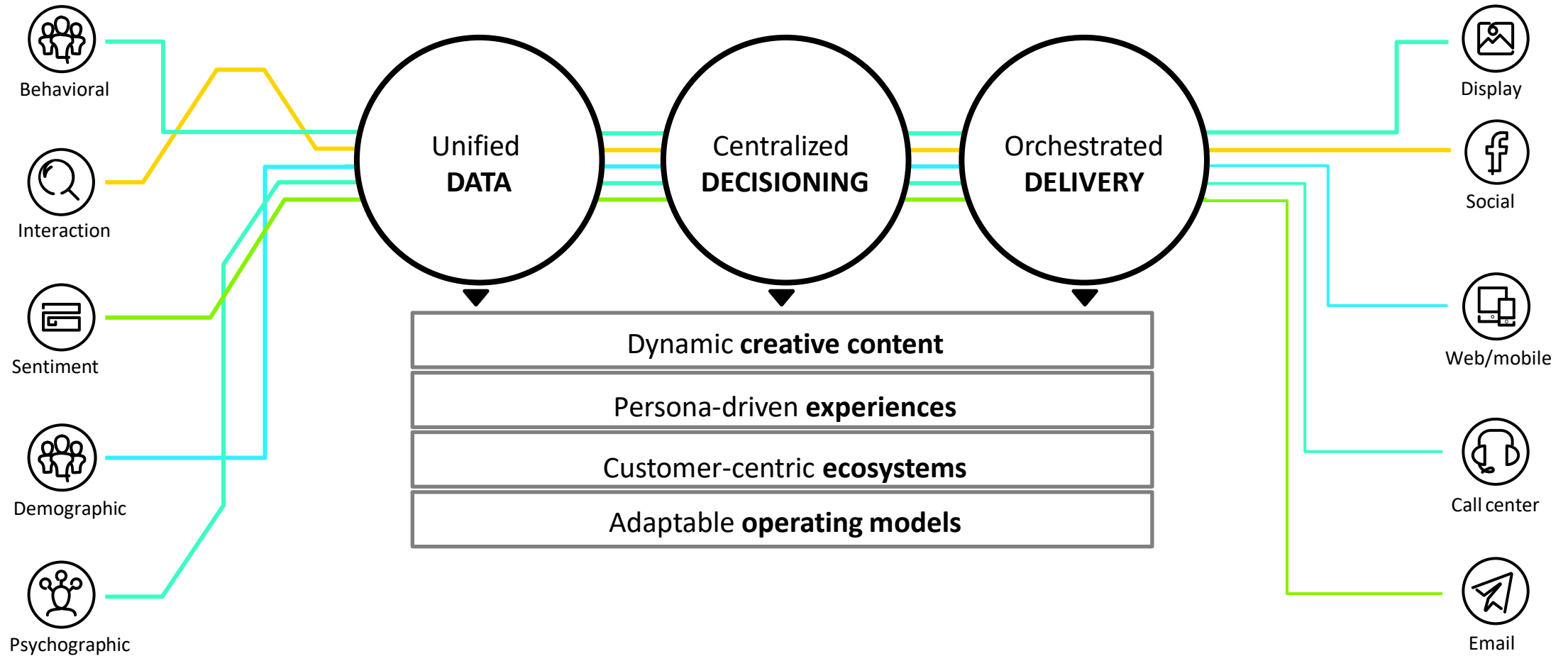


Pension Landscape in Hong Kong

Member Behaviour - Increasingly sophisticated member base with more market information and personalised needs.

Need to Take a New Transformative Approach

Building an end-to-end customer engagement system that integrates data, decisioning, and delivery platforms that are fully operationalised.



Defining a Member Engagement Programme

Combining these considerations into a tactical framework across 8 dimensions for defining an engagement programme to keep members interested and inspired

GTM & Communications

The organization needs to be equipped with the talent, mindset, and communication schedule to embrace and facilitate a successful launch

Cybersecurity & Data Governance

Governance to define how to share significant amount of data and personal information in a secure manner

Digital Solution Architecture

The right technology foundation, focusing on the relative positions of different layers, to ensure that the solution can be scaled up for volume and performance

Ecosystem & Partnerships

A partnership network to leverage external data and offer customers more relevant rewards, beyond what you alone can offer



Align with Brand/Positioning

Engagement Programme should align and reflect core business values, vision, and commitments to bond and engage with members

Product and Offerings

Leverage existing / new products and offerings for cross sell such as through smart recommendations and personalization

Personalized Rewards and Offers

Data captured across member lifetime and offerings can be leveraged to enhance understanding of targeted customers and create tailored and personalized experience

Enhanced Functional Features Across Moments

Provide explicit convenience and value add for customers throughout their daily life and at touchpoints throughout their journey

Digital Technology Application Becoming the Key of Adapting to the New Normal

Social Distancing Measures → Accelerated Digital Transformation

Online Meeting (Zoom, Google Meets, Microsoft Teams)

Online Shopping, ePayment

MPF's Digitization, eMPF

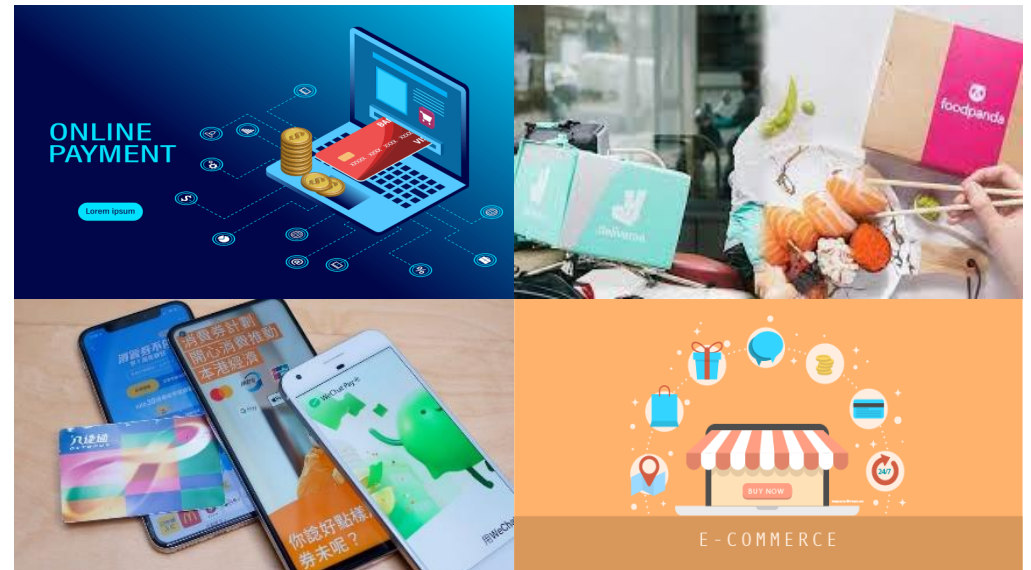
Change of Customer's Behaviors

→ Stay-at-Home Economy

Online Shopping

Food Delivery

Streaming Platform



The Post-Pandemic World Enhanced Technology Reliance

Accelerative Development of e-Payment

→ Facilitating contactless e-commerce or e-services

Credit Cards , Apple Pay, Google Pay

AlipayHK, Octopus, Tap & Go

Communication Software, Social Media → Stay Connected

Facebook, Instagram

YouTube

Twitter



Energetic and Healthy Retirement

Information Technology for Learning in a New Era

Opportunity to learn through IT facilities

Distance learning courses, online seminars/webinars

Online sports courses, ebooks

Online entertainment (YouTube, News, Streaming Platform)

Stay Healthy, Cultivate a Healthy Lifestyle

Electronic health device to record personal health status and follow-up reminders

Online healthcare platform: reduce the risk of face-to-face consultations and treatment



Retirement Financial Planning

Conventional Bank	Virtual Bank
Remote account opening service	Customers do not need to go to a physical branch for any banking service
Easy, flexible	Account opening and transactions can all be completed via internet
Manage accounts or portfolios via e-banking system at anytime	Robo Advisor
	Riding on big data, artificial intelligence (AI) to have an investment risk assessment
	Based on the client's investment goal, investment horizon, asset, and risk tolerance to develop and manage the investment portfolio
Traditional Investments	Virtual Investments
Funds, Stock, Insurance	Bitcoins, Non-fungible Token (NFT)



Our Observations on MPF Market

To most people, MPF is ...

Complicated

Very Remote

Of little interest
No Fun!




**Missing
Connection**

With growing MPF account balances, members...

reactive → **more proactive**

paper based → **electronic based**


looking for standard services → **personalisation**


34%

12%

Growing Use of Digital Services



	2021 vs 2020
 Traffic of member website	↑ 17%
Number of download of mobile app	↑ 36%
Usage of Chatbot (no. of conversations and interactions handled)	↑ 14%

	2022 Q1 vs 2021 Q1
Usage of online contribution (C-online)	↑ 10%
 Number of EPS payment	↑ 58%
Usage of eEnrolment (no. of members enrolling in an MPF scheme electronically)	↑ 22%

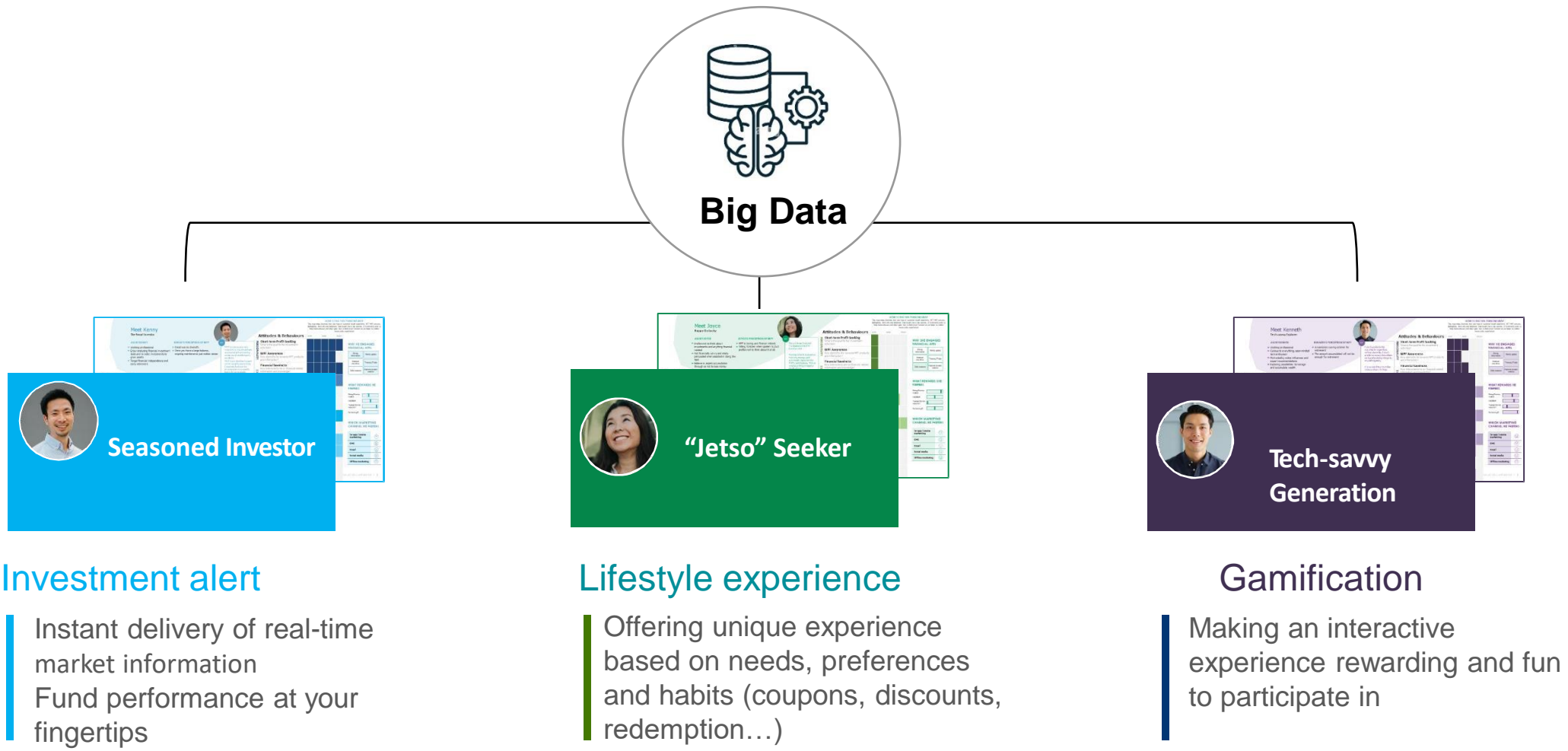


Digitalization makes **managing MPF easier** and enhances **member engagement**

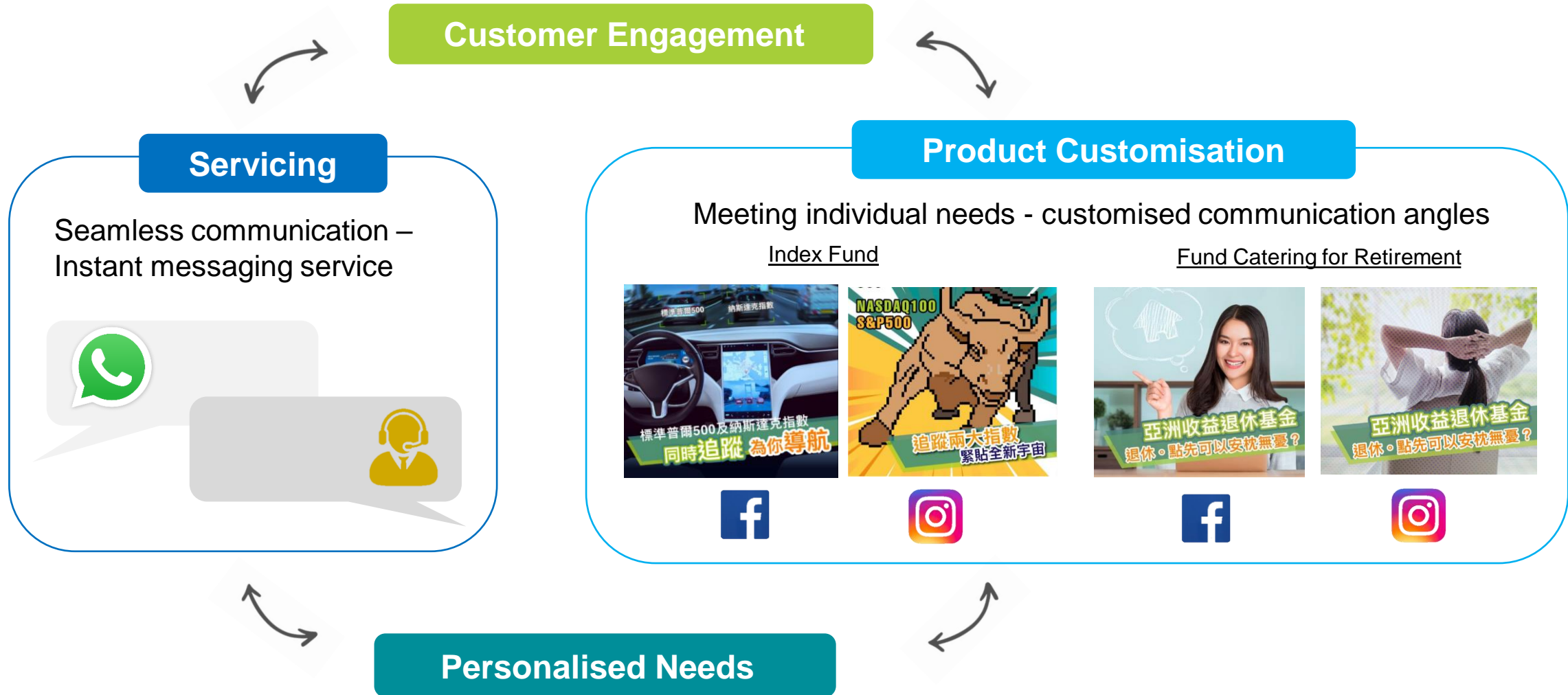
... For Now and Beyond



Personalization to underpin innovative offerings to address members' needs



Foster Customer Engagement via Servicing & Product Customisation

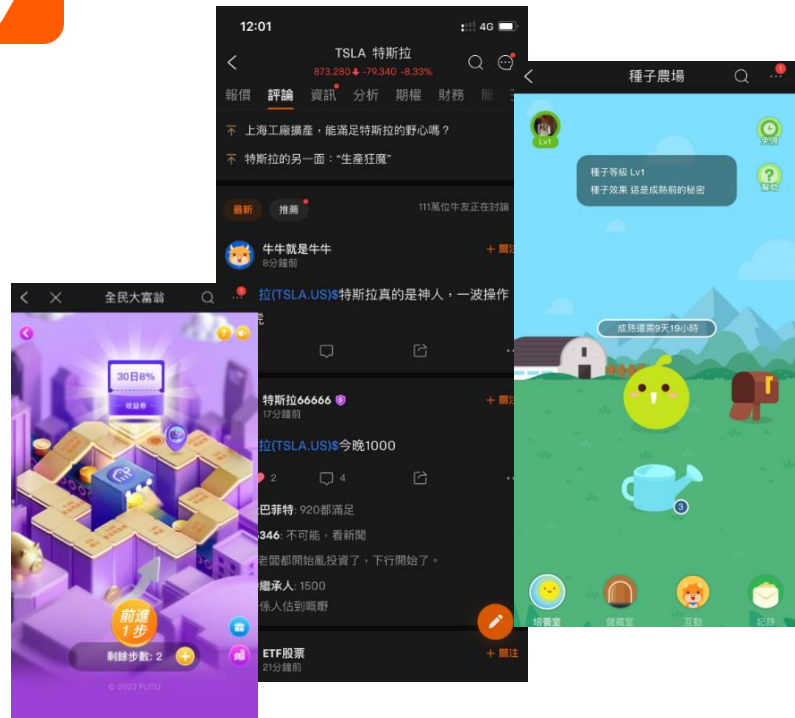


Enhancing Engagement: Gamification is the Leading Trend

Examples....



Futubull App



Alipay App

