

ISE INDUSTRY FORUM

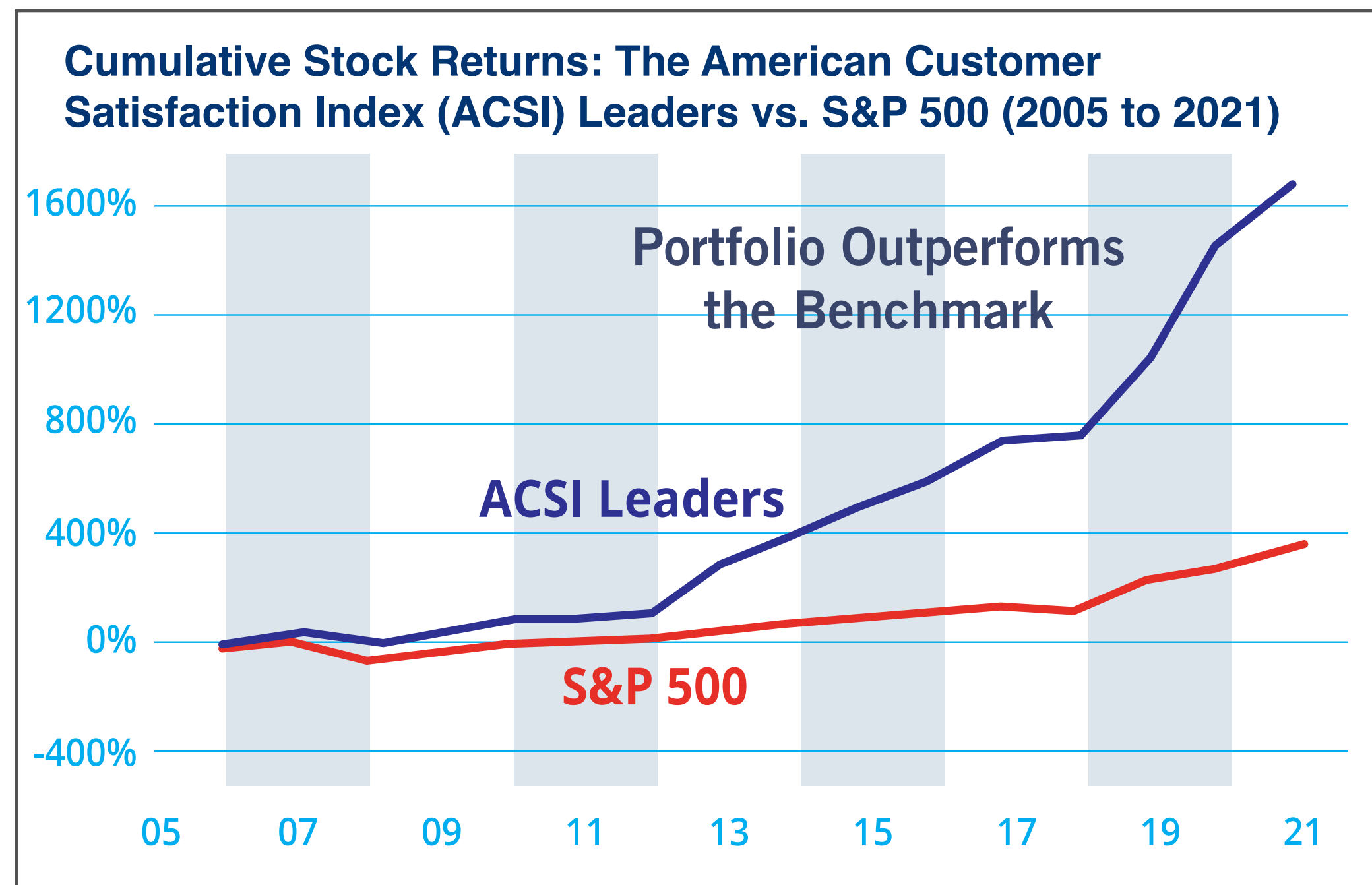
CSISG 2021 FULL YEAR & Q4 RESULTS ANNOUNCEMENT

FINANCE & INSURANCE SECTOR

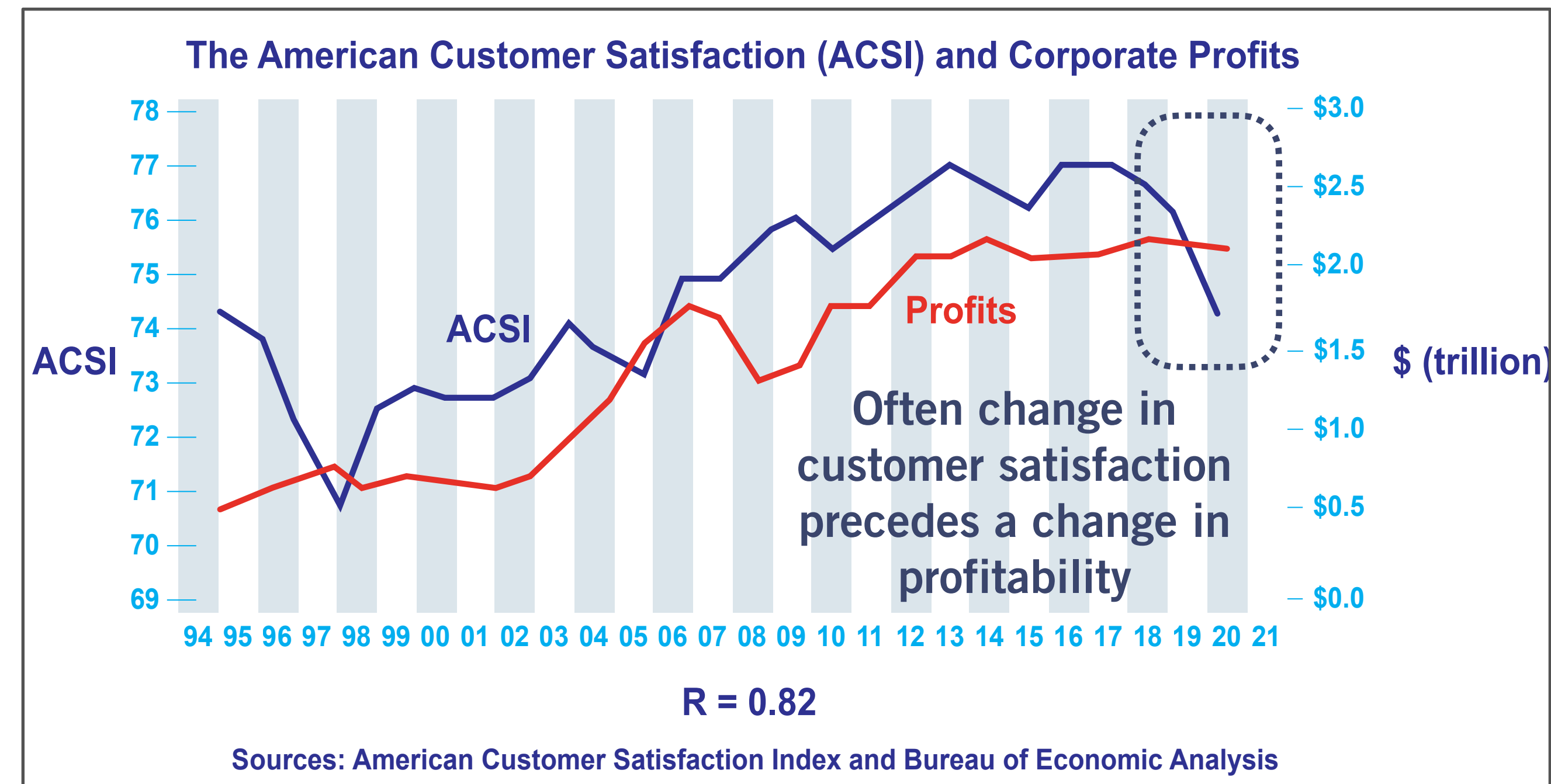
WHY MEASURE SATISFACTION?

Research Shows A Strong Relationship Between Customer Satisfaction And Financial Performance

Companies Performing Well on Customer Satisfaction Outperform the Benchmark Index



Strong correlation between the aggregate national ACSI and aggregate corporate profit over time



Source: <http://www.theacsi.org/>

Note: Fund is named The American Customer Satisfaction Core Alpha ETF (ticker: ACSI)

Customer Satisfaction & Financial Indicators

Research Shows Satisfaction Metrics Predicts Various Financial Performance Indicators

Table 4 Managerial Value of Different Customer Feedback Metrics in Predicting Future Business Performance

Customer feedback metric	Future business performance dependent					
	Tobin's Q	Net operating cash flows	Total shareholder returns	Annual sales growth	Gross margin	Market share
Average satisfaction score	High	High	High	High	High	High
Top 2 Box satisfaction score	High	High	Weak	High	High	High
Proportion of customers complaining	High	Nil	Nil	High	High	Nil
Net promoters	Nil	Nil	Nil	Nil	Nil	Nil
Average repurchase likelihood score	High	Nil	Nil	High	High	High
Average number of WOM recommendations	Nil	Nil	Nil	Nil	Nil	High

Source: Morgan & Rego (2006), *The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Business Performance*, *Marketing Science* 25(5):426-439

Note: Research done using 80 firms across different industries measured on the American Customer Satisfaction Index from 1994 to 2000. Summary findings are derived from a regression analysis which includes variables to control for the effects of other financial metrics known to impact the target performance metrics.

Why Customer Satisfaction Matters



- Great customer experiences tend to lead to satisfaction or even delight
- Happy customer tend to be more loyal to the brand
- Poor experiences tend to lead to dissatisfaction, negative word-of-mouth and even defection

- High repurchase behaviour
- Price insensitivity
- Positive word-of-mouth
- Higher customer referrals
- Stays longer with brand in downturns
- Returns to the brand faster in a recovery



CSISG METHODOLOGY

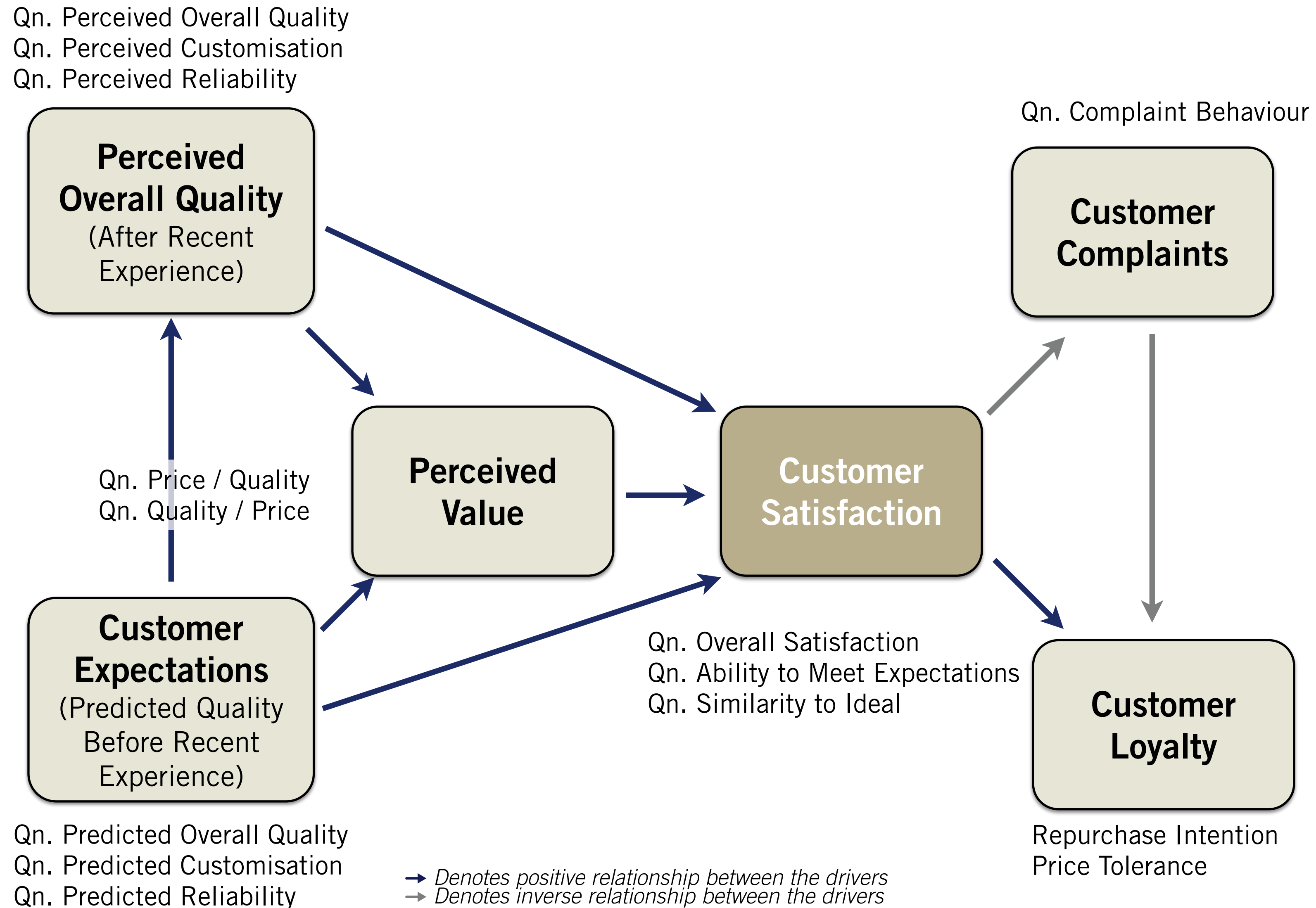
How Well Did Companies Satisfy Their Customers?

The CSISG Score



- 1. Overall Satisfaction**
- 2. Ability to Meet Expectations**
- 3. Similarity to Ideal**

CSISG Structural Model



Q4 CSISG Fieldwork Methodology



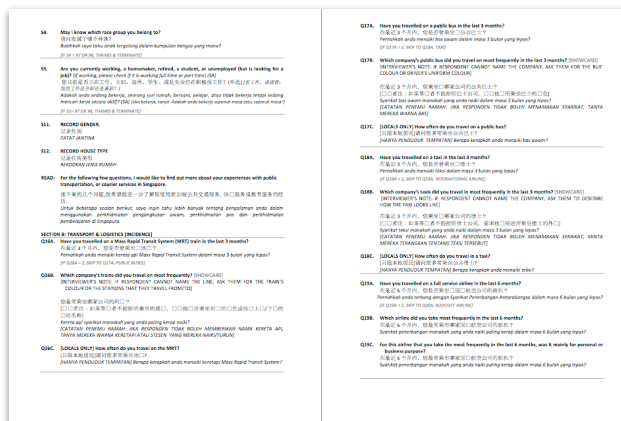
(For Banking and Credit Cards Local Respondents)

Singapore citizens and PRs were interviewed at their homes. Homes are selected from a random address listing that matches the housing profile of Singapore resident population.

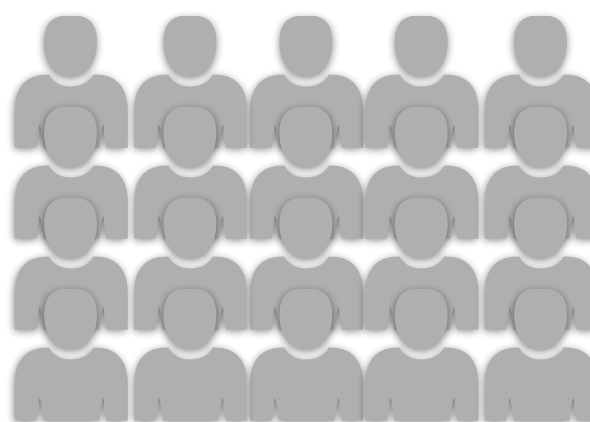


(For Insurance and e-Payment App Local Respondents)

Singapore citizens and PRs were asked to complete an online survey. Respondents were randomly selected from a nationally representative online panel.

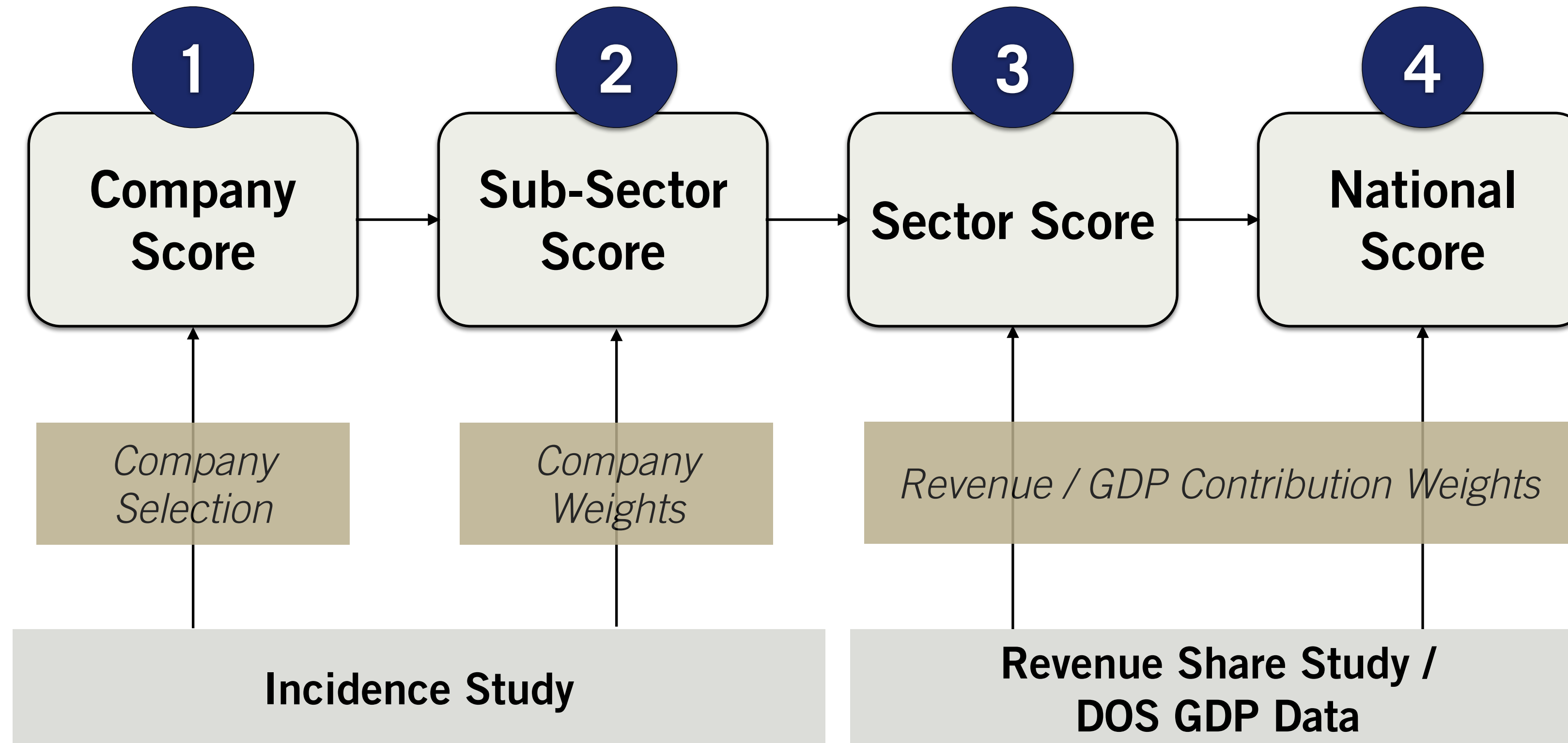


Each respondent answers up to 21 CSISG questions and about 25 industry-specific attribute/touchpoint questions about the company/brand they had recent experiences with. Each respondent evaluates only 1 company/brand.



Typically 50-200 respondents per company would have answered the CSISG questionnaire.

Overview of Score Calculation



- Identify companies with highest interactions with locals.
- Locals surveyed from nationally representative online panels.

- Identify revenue contribution of each sub-sector to its respective sector.
- Identify GDP contribution of each sector to the total GDP of sectors measured in the CSISG.

CSISG 2021 KEY FACTS

CSISG 2021 Full Year Key Facts

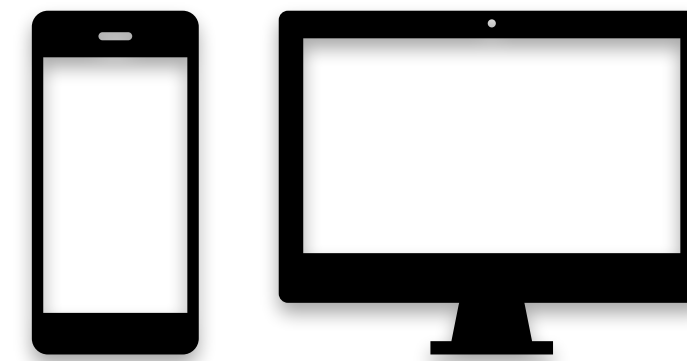
Calendar year 1st quarter	Info-Communications Retail
2nd quarter	Land Transport
3rd quarter	F&B Tourism
4th quarter	Finance Insurance

Total Questionnaires Completed	14,700
Face-to-Face (Locals)	5,250
Online (Locals)	9,450
Distinct entities measured	245
Entities with published scores	104

Note: No tourists were surveyed in the year 2021 across all sub-sectors

Measurement of Most Sub-Sectors Were Online in 2021

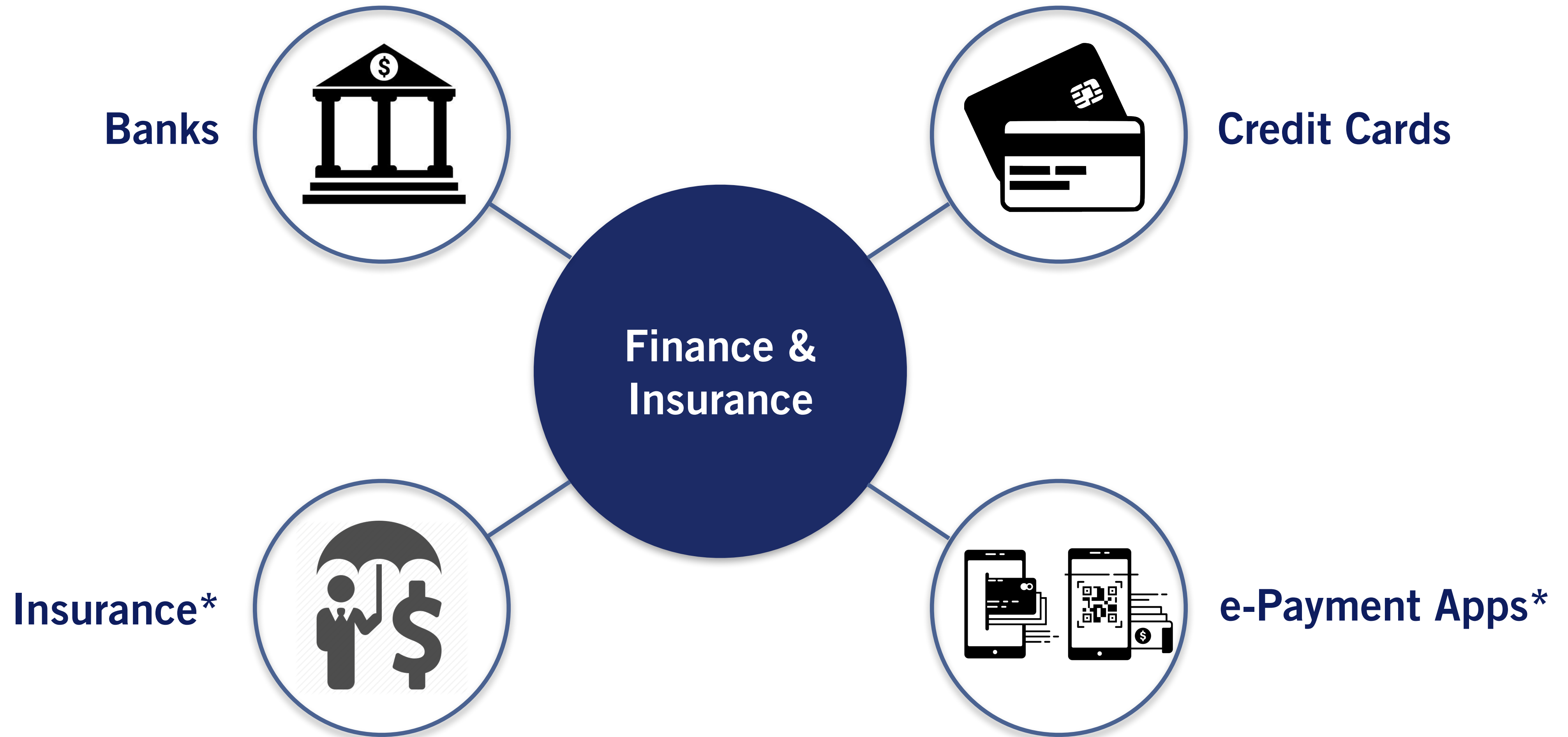
CSISG 2021 Full Year Key Facts



Quarter	Measured Face-to-Face	Measured Online
Q1	Mobile, Broadband, PayTV, Wireless@SG	Video Streaming Services, Department stores, Supermarket, Fashion Apparel, e-Commerce
Q2	None	MRT, Public Buses, Point-to-Point Transport
Q3	None	Restaurants, Fast Food, Cafes & Coffee Houses, Attractions
Q4	Banking, Credit Cards	Insurance, e-Payment Apps
Total	6 Sub-sectors	14 Sub-sectors



CSISG 2021 Q4 Coverage



* Notes: (1) Life and Health & Medical Insurance were merged as one sub-sector from 2020 (2) e-Payment Apps Sub-Sector entities measured in 2020 are not comparable year-on-year due to a change in the survey's design.

CSISG 2021 Q4 Quick Facts

Sectors Covered	Finance & Insurance
Survey Period	Oct 2021 to Jan 2022
Total Questionnaires Completed	4,700
Face-to-Face (Locals)	3,200
Online (Locals)	1,500
Distinct entities measured	63
Entities with published scores	26

CSISG 2021 FULL YEAR SCORECARD



2021 NATIONAL SCORE

73.8

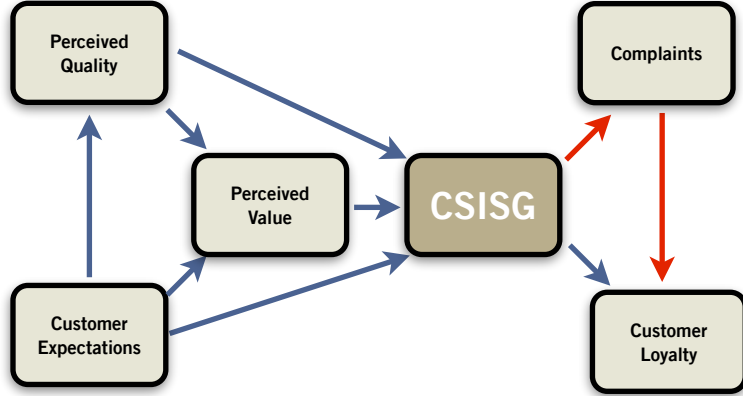
HOW WELL DID COMPANIES SATISFY THEIR CUSTOMERS?

75.4 Tourism	74.1 Land Transport	72.7 Food & Beverage	72.4 Retail	68.5 Info-Communications
<ul style="list-style-type: none">75.4 Attractions<ul style="list-style-type: none">75.9 Gardens By The Bay75.7 Universal Studios74.5 Singapore Zoo74.4 Sentosa75.6 Other attractions74.8 Finance<ul style="list-style-type: none">77.0 e-Payment Apps*<ul style="list-style-type: none">79.3 DBS PayLah!74.9 GrabPay74.8 FavePay76.9 Other digital payment apps74.9 Banks<ul style="list-style-type: none">75.1 UOB74.9 DBS74.9 HSBC74.9 OCBC74.7 Maybank74.6 Citibank74.3 Standard Chartered74.0 Other banks73.2 Credit Cards*<ul style="list-style-type: none">73.9 HSBC73.9 Maybank73.7 UOB73.7 OCBC73.2 American Express73.0 Citibank72.8 DBS<ul style="list-style-type: none">72.4 Standard Chartered73.3 Other credit cards	<ul style="list-style-type: none">74.4 Public Buses<ul style="list-style-type: none">74.5 SBS Transit74.3 SMRT74.1 Other bus operators74.2 Mass Rapid Transit System<ul style="list-style-type: none">78.2 SBS Transit*72.1 SMRT73.1 Point-to-Point Transport<ul style="list-style-type: none">84.6 SMRT (Strides)*76.4 Gojek*71.6 ComfortDelGro70.4 Grab<ul style="list-style-type: none">77.2 Other Ride Hailing Apps73.5 Insurance<ul style="list-style-type: none">73.5 Insurance<ul style="list-style-type: none">73.3 Prudential73.2 Great Eastern72.4 NTUC Income71.6 AIA76.3 Other insurers*	<ul style="list-style-type: none">74.0 Fast Food Restaurants<ul style="list-style-type: none">75.9 Subway73.2 McDonald's72.5 Burger King69.8 KFC77.1 Other fast food restaurants*73.1 Restaurants<ul style="list-style-type: none">76.8 Din Tai Fung*75.6 Crystal Jade Kitchen73.5 Sakae Sushi72.6 Pizza Hut71.7 Swensen's72.6 Other restaurants69.6 Cafes & Coffee Houses<ul style="list-style-type: none">72.3 Starbucks<ul style="list-style-type: none">68.8 Coffee Bean & Tea Leaf65.6 Ya Kun65.5 Toast Box	<ul style="list-style-type: none">73.3 Fashion Apparels<ul style="list-style-type: none">74.1 Giordano73.6 G200072.4 Uniqlo71.9 Cotton On71.2 H&M73.9 Other fashion apparels72.7 Department Stores<ul style="list-style-type: none">75.7 Takashimaya74.6 Tangs<ul style="list-style-type: none">74.5 Mustafa73.2 Isetan73.1 Metro71.2 Marks & Spencer70.9 BHG68.7 OG72.0 Supermarkets<ul style="list-style-type: none">76.1 Market Place/Jasons*75.2 Sheng Siong74.8 Cold Storage70.3 NTUC FairPrice69.9 Giant68.4 Prime71.1 e-Commerce<ul style="list-style-type: none">75.8 Amazon*72.7 Taobao/Tmall72.3 Lazada71.8 Zalora71.1 Fave70.1 Carousell69.8 Qoo1069.5 Aliexpress68.6 Shopee73.2 Other e-Commerce	<ul style="list-style-type: none">73.4 Video Streaming Services*<ul style="list-style-type: none">75.1 Apple TV+75.0 Viu74.2 Netflix70.6 Amazon Prime Video70.4 HBO Go64.6 MeWatch69.8 Wireless@SG<ul style="list-style-type: none">69.2 Mobile Telecom<ul style="list-style-type: none">70.2 StarHub69.1 Singtel<ul style="list-style-type: none">69.1 Circles.Life68.6 M168.3 Other Mobile Telecom Providers66.9 Broadband<ul style="list-style-type: none">68.0 StarHub66.4 Singtel66.2 M165.3 PayTV<ul style="list-style-type: none">66.2 Singtel63.9 StarHub

CSISG 2021 Q4 RESULTS FINANCE AND INSURANCE SECTORS

Drivers & Outcomes Of Satisfaction

(Finance & Insurance Sectors)



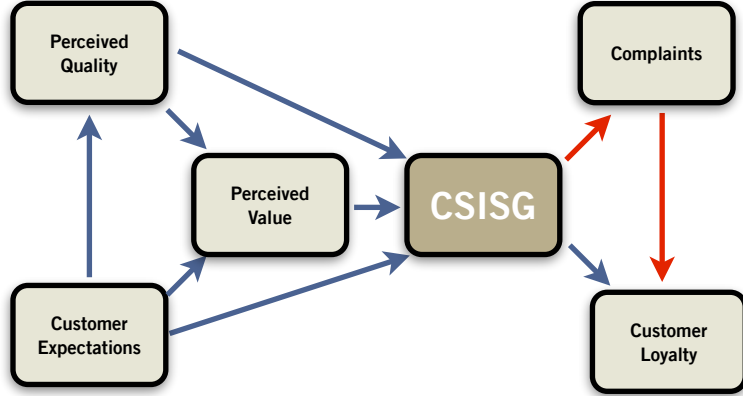
	Customer Expectations (Predicted Quality Before Recent Experience)	Perceived Quality (After Recent Experience)	Perceived Value	CSISG	Customer Loyalty
Banks	73.9 ■ (+0.4%)	75.5 ■ (-0.6%)	76.4 ■ (-0.3%)	74.9 ■ (+1.2%)	66.7 ■ (-0.9%)
Insurance	74.4 ■ (-1.5%)	74.6 ■ (-0.3%)	72.3 ■ (+0.2%)	73.5 ■ (-0.4%)	70.5 ■ (-1.2%)
Credit Cards	72.7 ■ (+0.6%)	78.8 ▲ (+4.7%)	78.3 ▲ (+3.6%)	73.2 ■ (+0.7%)	74.3 ▲ (+3.3%)
e-Payment Apps*	76.1	77.6	NA	77.0	76.3

▲ ▼ Statistically significant year-on-year **increase/drop** at 90% confidence
 ■ No statistically significant year-on-year change at 90% confidence

Note: (1) Life and Health & Medical Insurance were merged and reported as one sub-sector from 2020. (2) *e-Payment Apps Sub-Sector: The entities measured in 2020 are not comparable year-on-year due to a change in the survey's design.

BANKS

Banks: Marginal Movements Across Dimensions

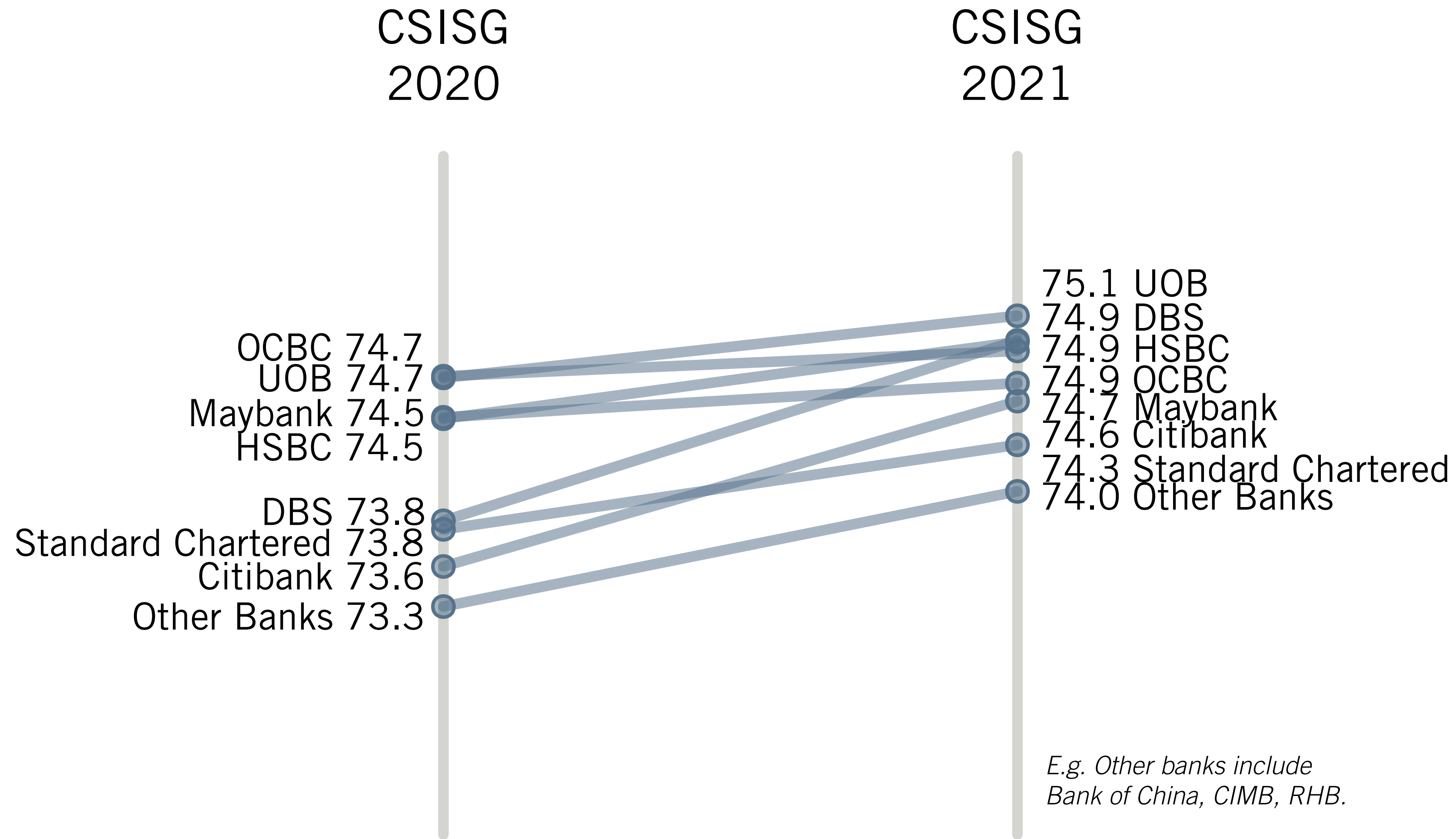


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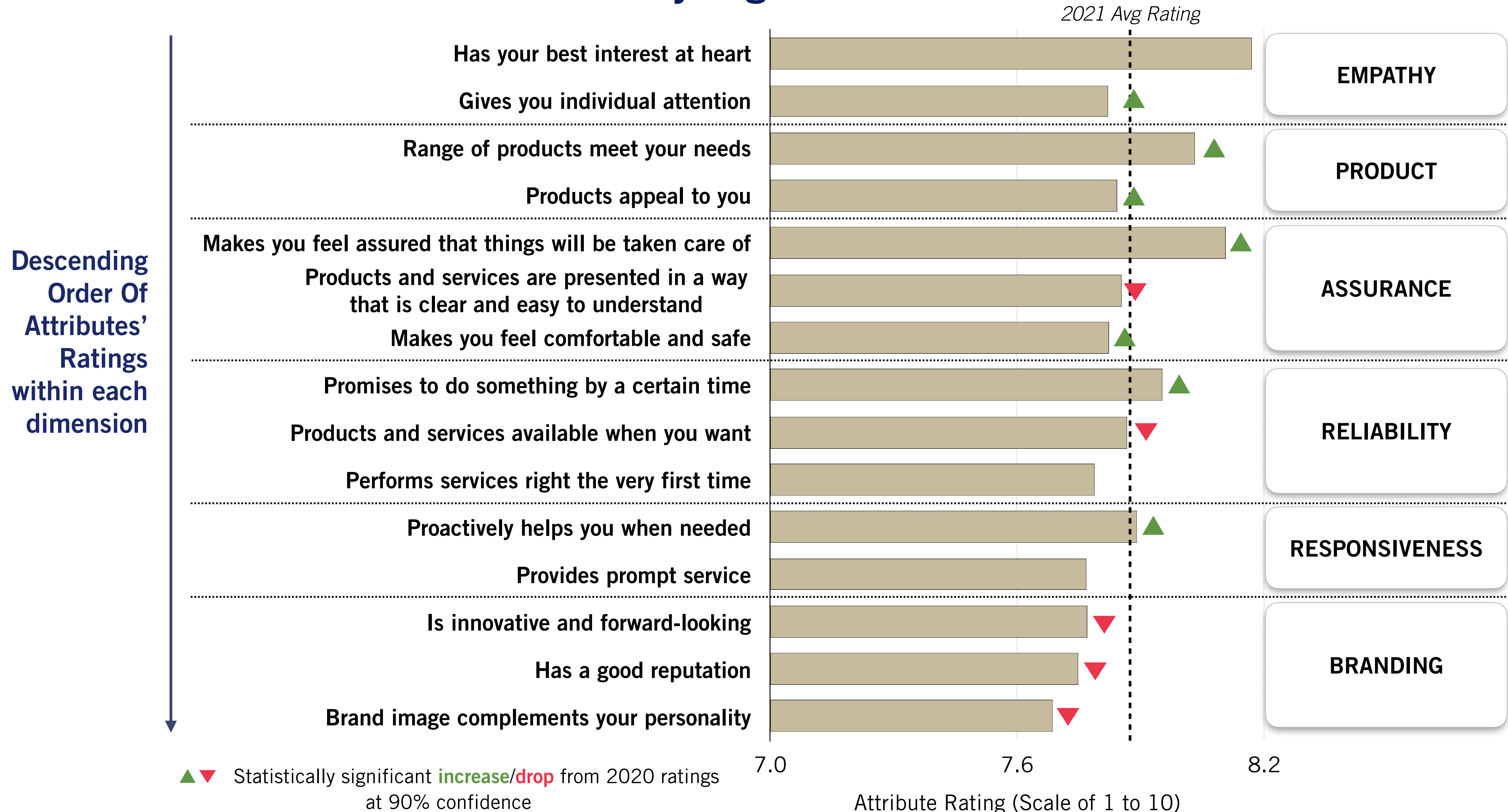
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Banks: Marginal Movement in CSISG Score

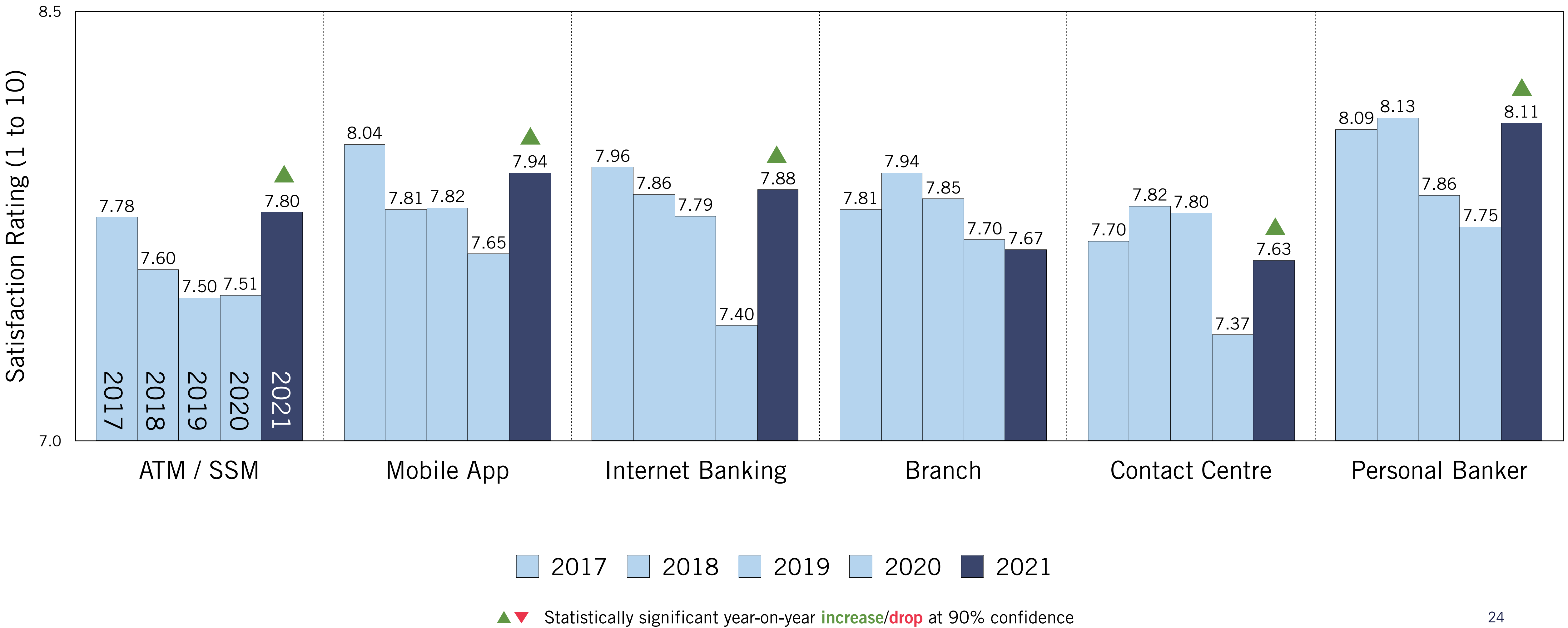


Note: To qualify as a bank respondent, they must have an active CASA in their own name in which they carry out most of their monthly transactions, and have interacted with at least one of the touch-points in the last 3 months.

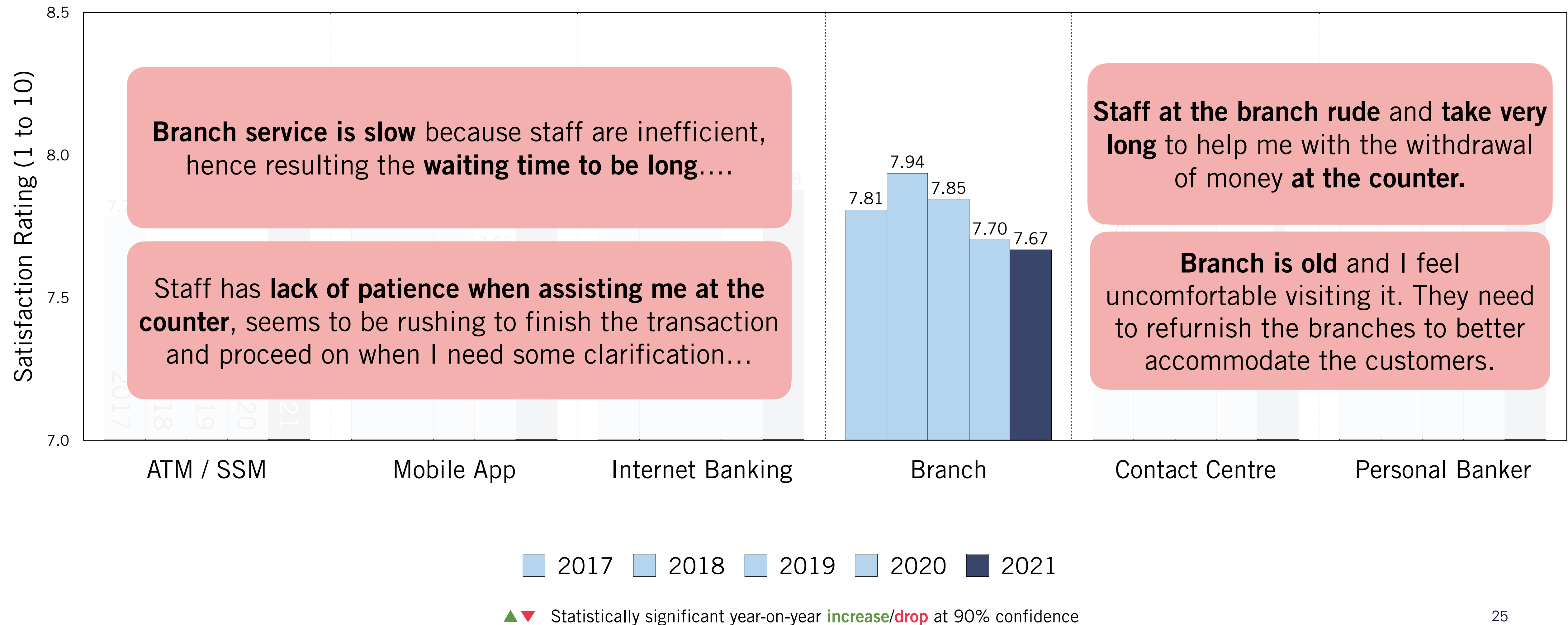
Banks Attributes: Statistically Significant Movements Across Attributes



Banks: Satisfaction with Most Bank Channels Recovered From 2020 Dip



Banks: Branches Continue to Underperform



Banks: Assurance & Reliability Critical Drivers

Attributes with Significant Positive Impact	
Impact on CSISG	Impact on Loyalty
Makes you feel comfortable and safe when banking	Promises to do something by a certain time
Makes you feel assured that things will be taken care of	Makes you feel comfortable and safe when banking
Range of products meet your needs	Products and services available when you want
Proactively helps you when needed	Makes you feel assured that things will be taken care of
Products and services available when you want	Range of products meet your needs

Increasing Positive Impact ↑

Legend:

Assurance

Reliability

Assurance & Reliability Critical In Light of Recent Issues

DBS Bank suffers worst outage in a decade



When DBS Bank suffered an outage a few days ago, many of its customers in Singapore began panicking as they were unable to complete their transactions. The outage is the biggest disruption suffered by the bank since a major glitch over a decade ago.

This is totally not acceptable coming from a largest bank in Asia not to say SG national bank. How to go full digital nation if glitch could not be rectified and maintained within 'reasonable' timeline. Are there no 'backup' SOP for such a huge financial institution? Long story short, need immediate fix to prove worthy and trust.

Like Reply 15w



Nearly 470 people lose at least \$8.5m in phishing scams involving OCBC Bank



All affected OCBC customers of recent SMS scams to get 'full goodwill payouts'

News about OCBC's phishing scams started from early Dec. OCBC's "one time goodwill payout apology" was not well received by the public and consumers

Ocbc it's your responsibility and u call it goodwill payment. It's not goodwill, u supposed to bear this compensation. Of course users need to be very careful Just log into online banking and check if there was really such a transaction. Always double check on the resources u own.

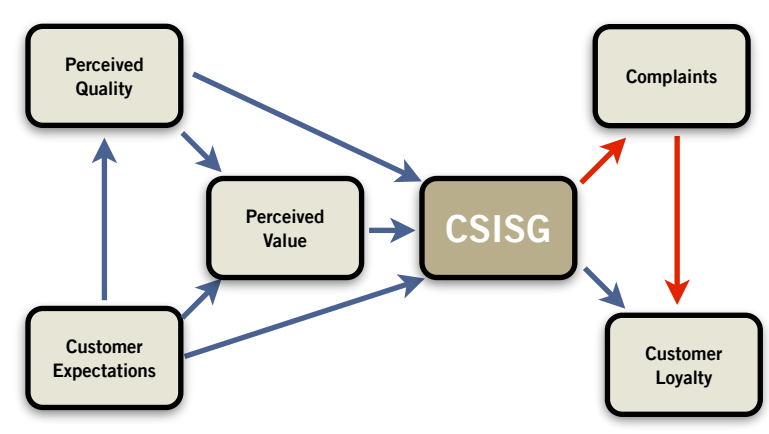
Like Reply 7w

Sources:

- (1) <https://techwireasia.com/2021/11/dbs-bank-suffers-worst-outage-in-a-decade/>
- (2) <https://www.facebook.com/dbs.sg/>
- (3) <https://www.straitstimes.com/singapore/consumer/nearly-470-people-lose-at-least-85m-to-phishing-scam-involving-ocbc-bank>
- (4) <https://www.channelnewsasia.com/singapore/ocbc-phishing-scam-police-rush-fake-bank-websites-lost-cash-2466421>

INSURANCE

Insurance: Marginal Movements Across Dimensions



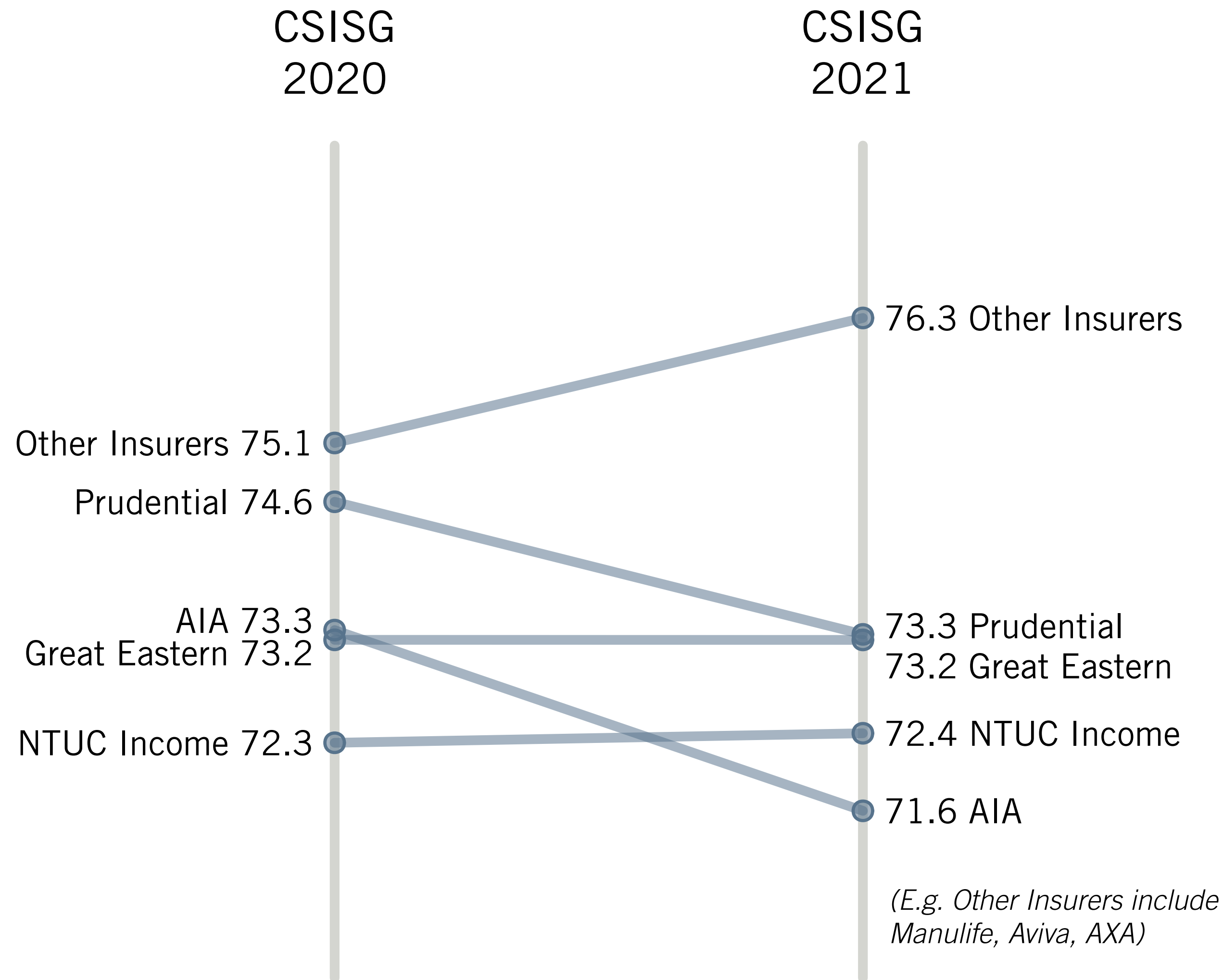
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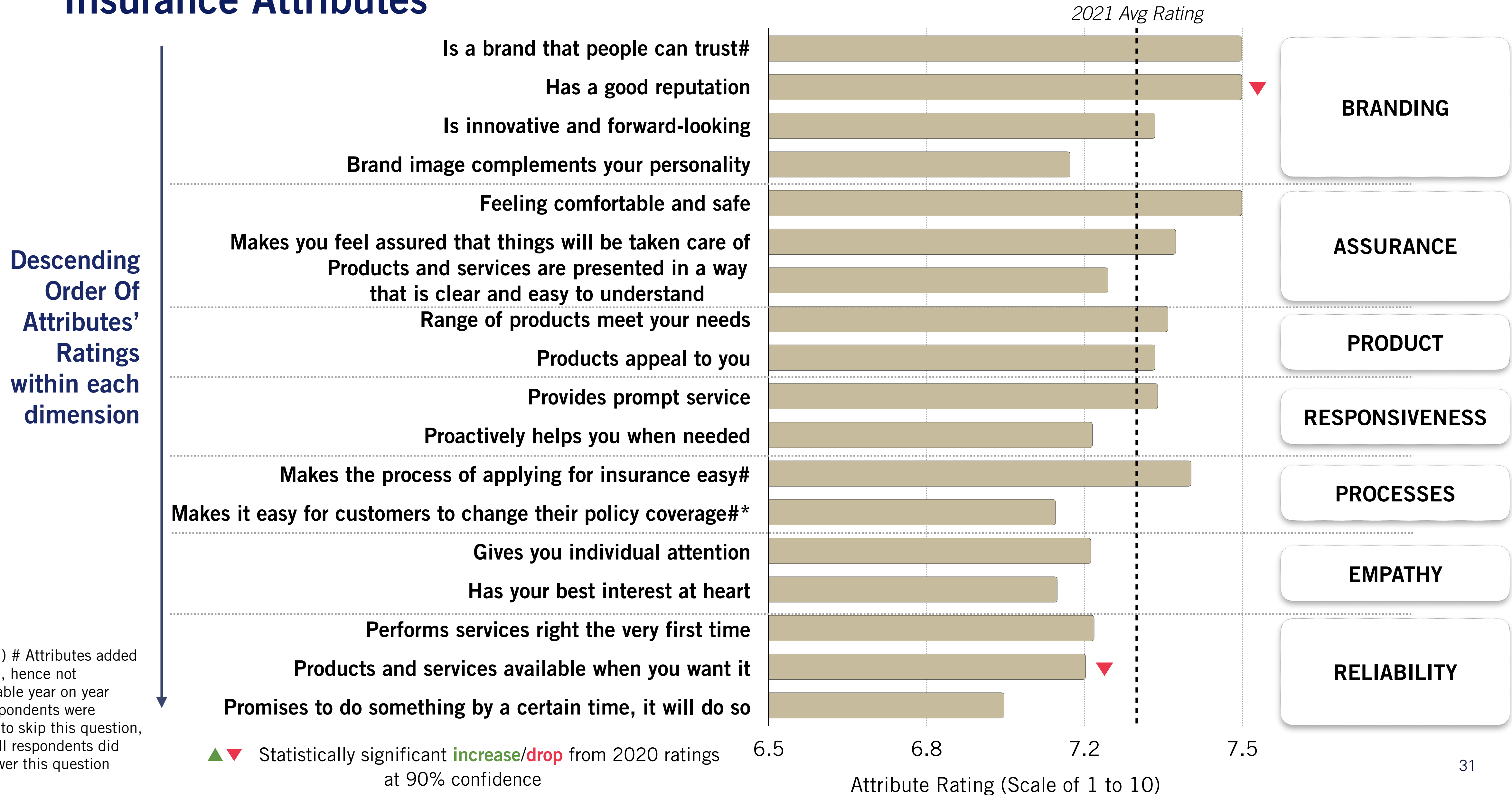
Marginal Movement in Scores Across Insurers

(Most Recently Interacted With)



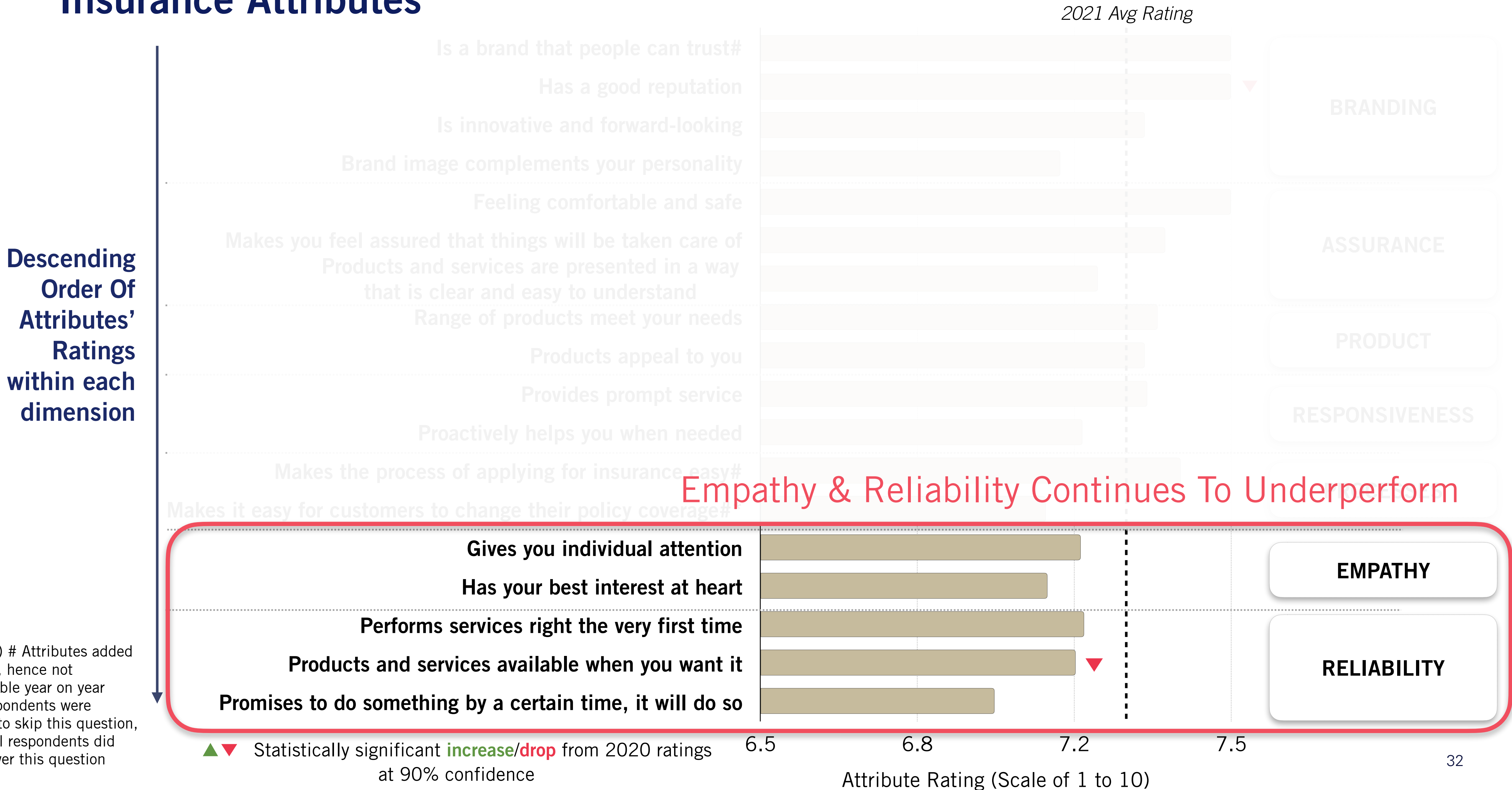
Note: To qualify as an insurance respondent, they must have an active insurance policy in their own name, and have interacted with at least one of the touch-points in the last 12 months.

Insurance Attributes



Note: (1) # Attributes added in 2021, hence not comparable year on year
(2)* Respondents were allowed to skip this question, hence all respondents did not answer this question

Insurance Attributes

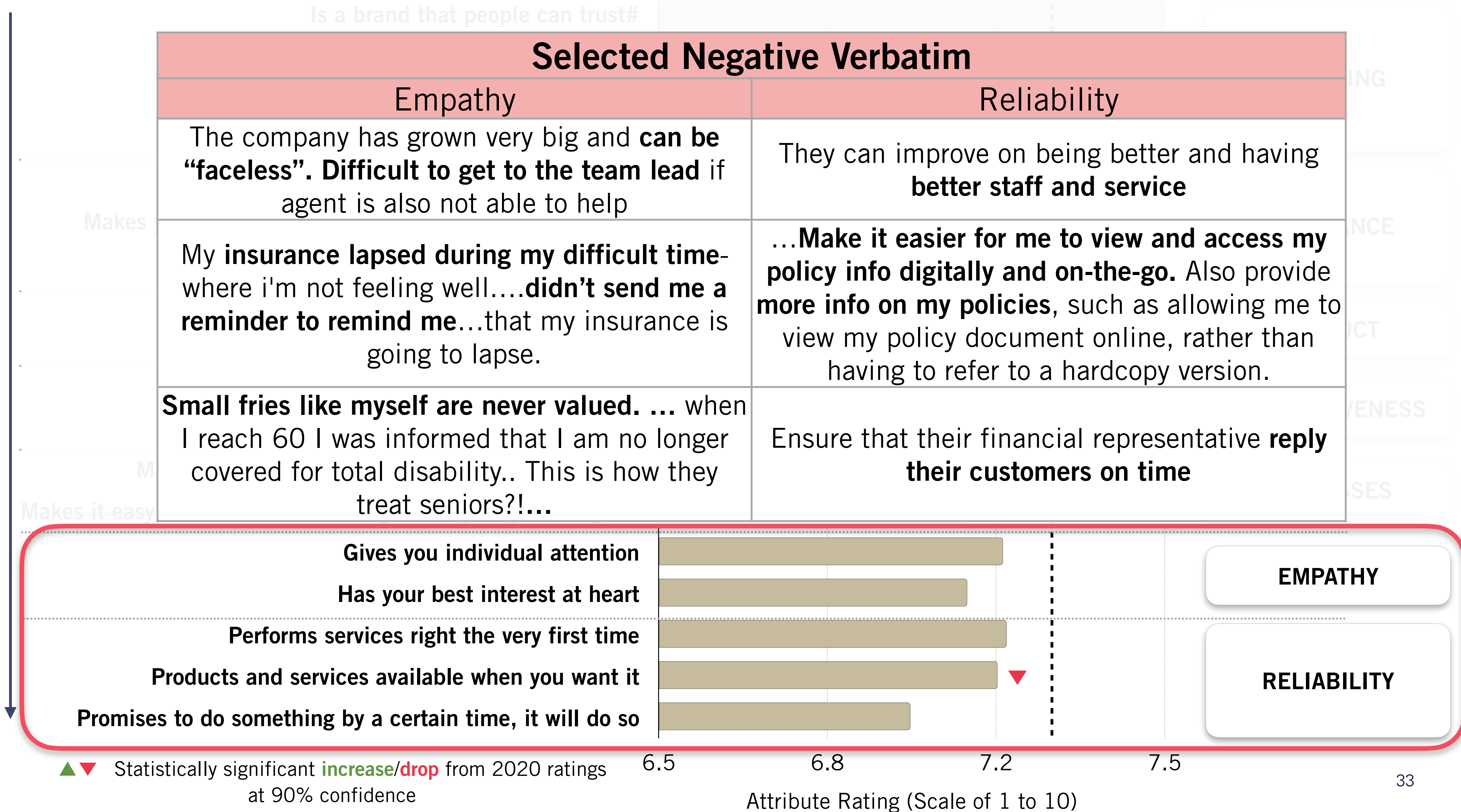


Note: (1) # Attributes added in 2021, hence not comparable year on year (2)* Respondents were allowed to skip this question, hence all respondents did not answer this question

Insurance Attributes

2021 Avg Rating

Descending Order Of Attributes' Ratings within each dimension



Note: (1) # Attributes added in 2021, hence not comparable year on year (2)* Respondents were allowed to skip this question, hence all respondents did not answer this question

Insurance: Responsiveness A Top Driver for Insurance

Attributes with Significant Positive Impact	
Impact on CSISG	Impact on Loyalty
Provides prompt service	Proactively helps you when needed
Products appeal to you	Brand image complements your personality
Has a good reputation	Makes you feel assured that things will be taken care of
Proactively helps you when needed	Products appeal to you
Has your best interest at heart	Is a brand that people can trust

Increasing Positive Impact ↑

Legend: *Responsiveness*

**THE DIGITAL STORY
CONTINUES...**

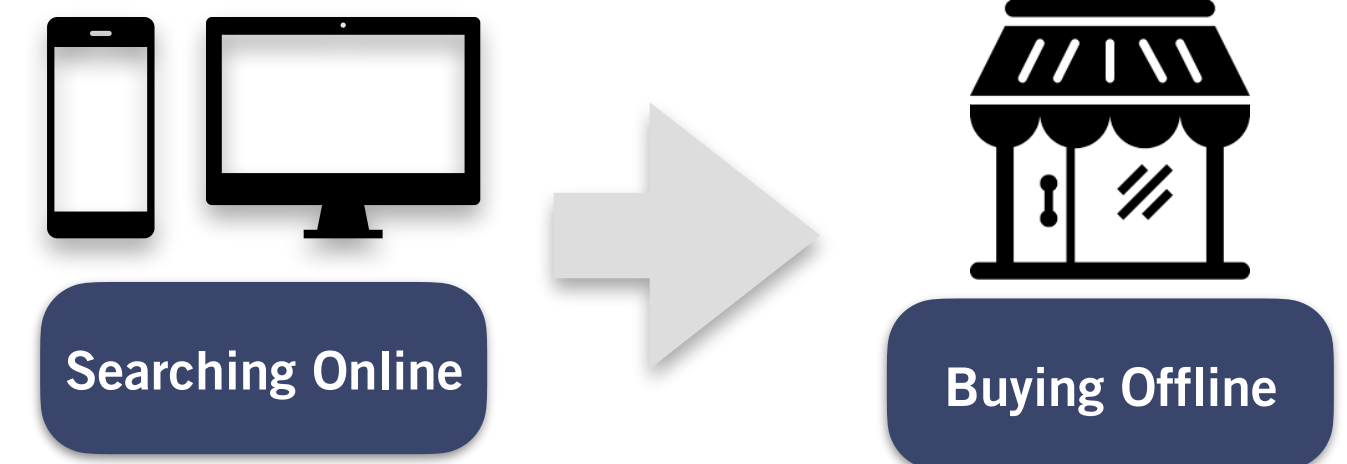
DIGITAL SHIFT IN RETAIL

Retail Sector: How Are Customer Searching For Product Information Before Purchasing?

WEBROOMING

Department Stores / Supermarkets / Fashion Apparels:

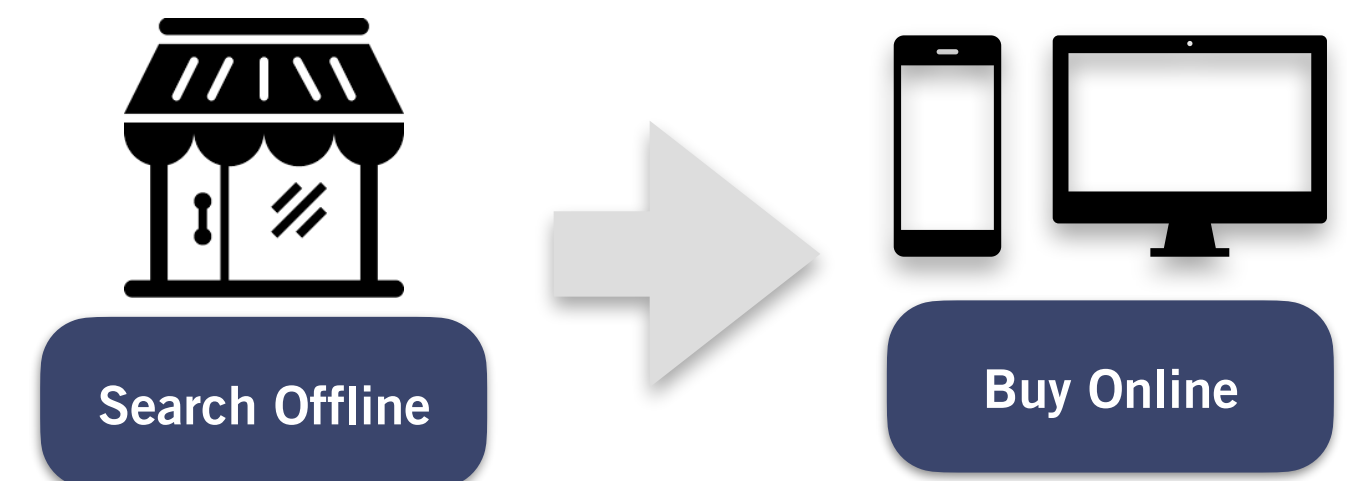
For your recent purchase at Brand X, did you search online for product information BEFORE making the purchase?



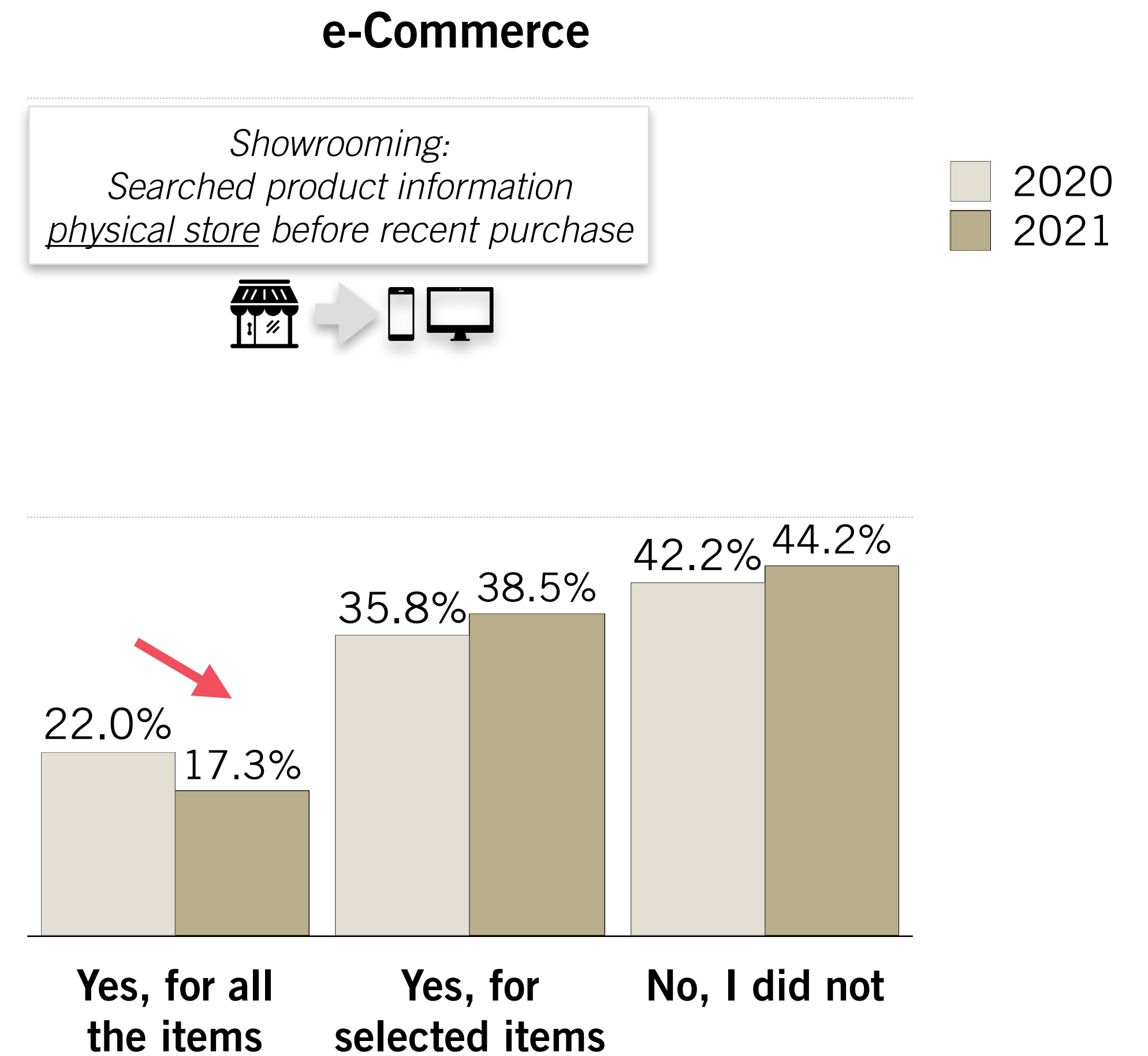
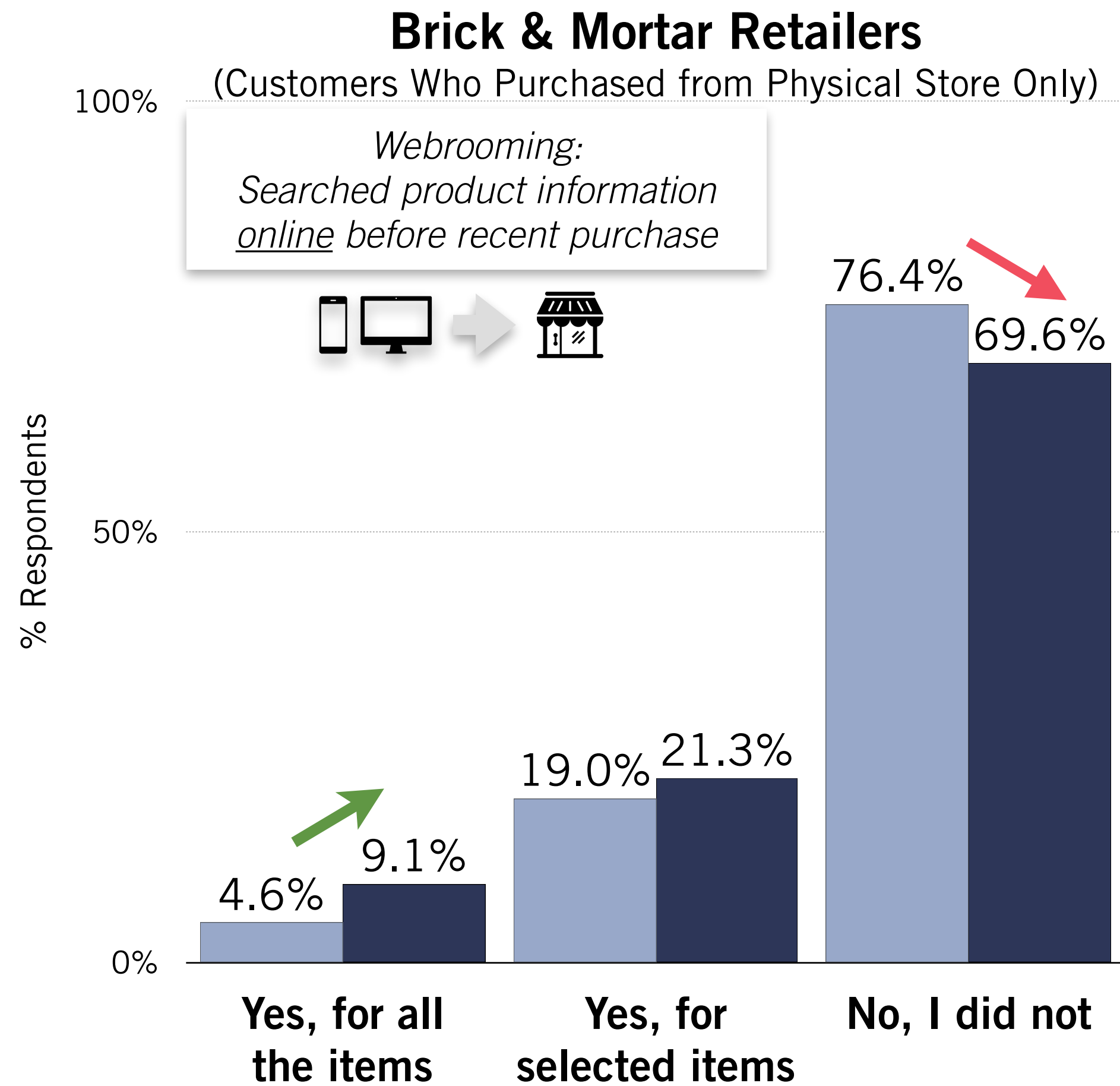
SHOWROOMING

e-Commerce:

For your recent purchase at Brand Y, did you find out more about the product(s) at a physical store BEFORE making the purchase?



More Webrooming Less Showrooming: Customer Increasingly Going Online When Searching for Production Information



↑ ↓ denotes statistically significant year-on-year **increase/decrease** at 90% confidence.

Note1: Brick & Mortar data is unweighted

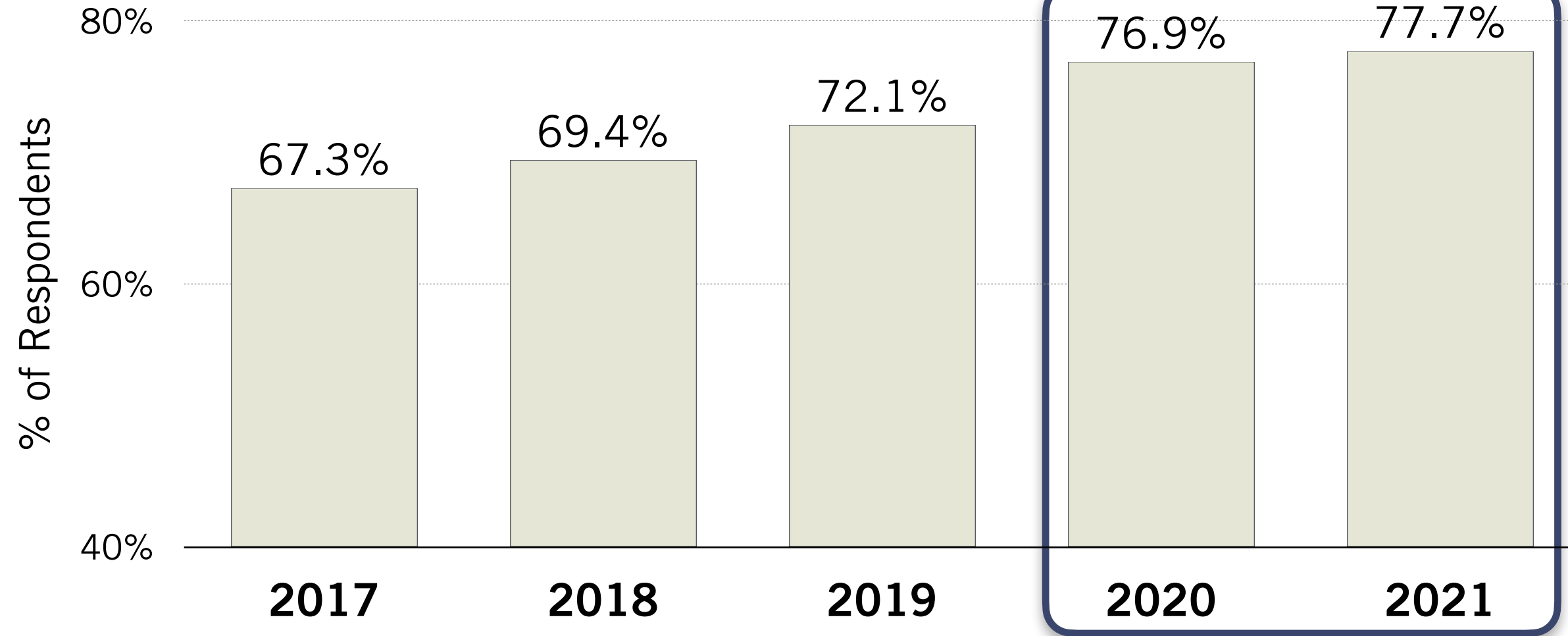
Note2: Brick & Mortar data excludes those respondents who purchased from digital channel only.

WHAT ABOUT FINANCE?

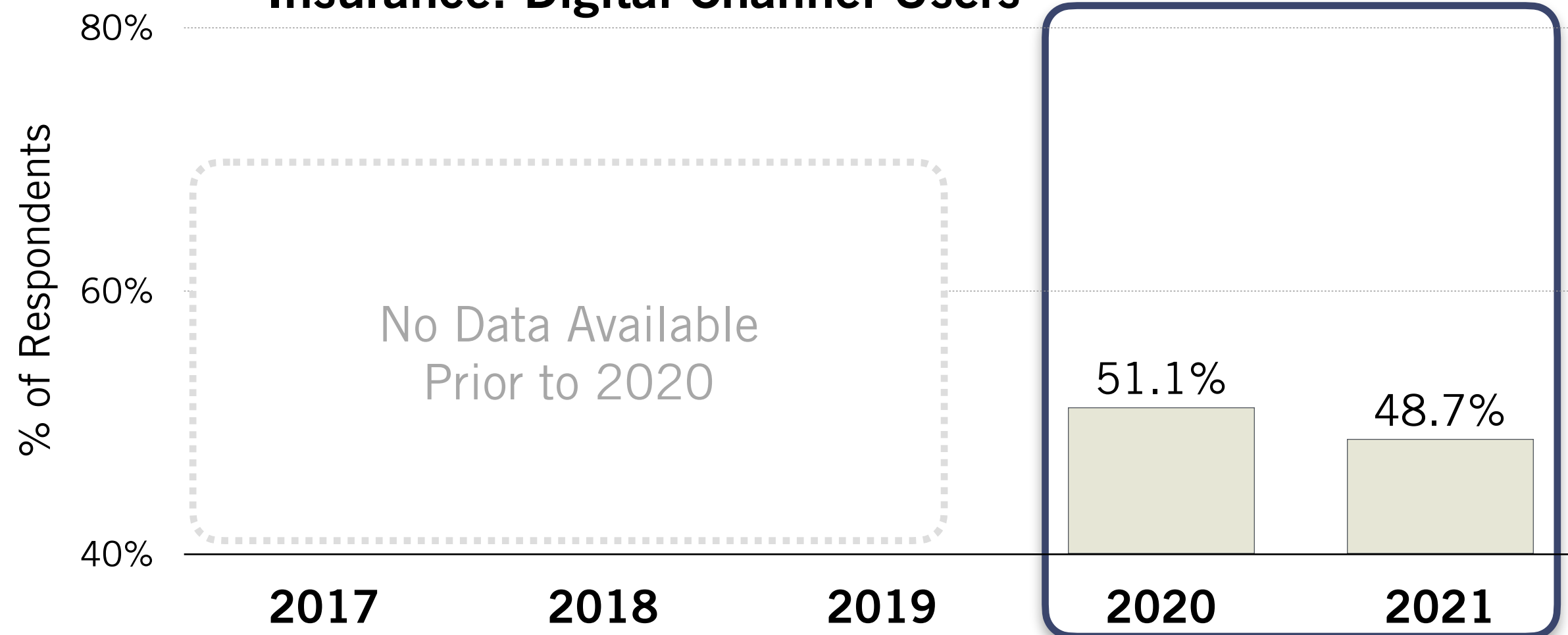
Digital Channel Usage Remains High for the Finance Industry

(Banks and Insurance)

Banks: Digital Channel Users



Insurance: Digital Channel Users



Digital channel usage remains similar to 2020

Digital Channel Usage Remains Elevated Among Seniors (60 yrs+)

(Banks and Insurance)

Banks: Digital Channel Users

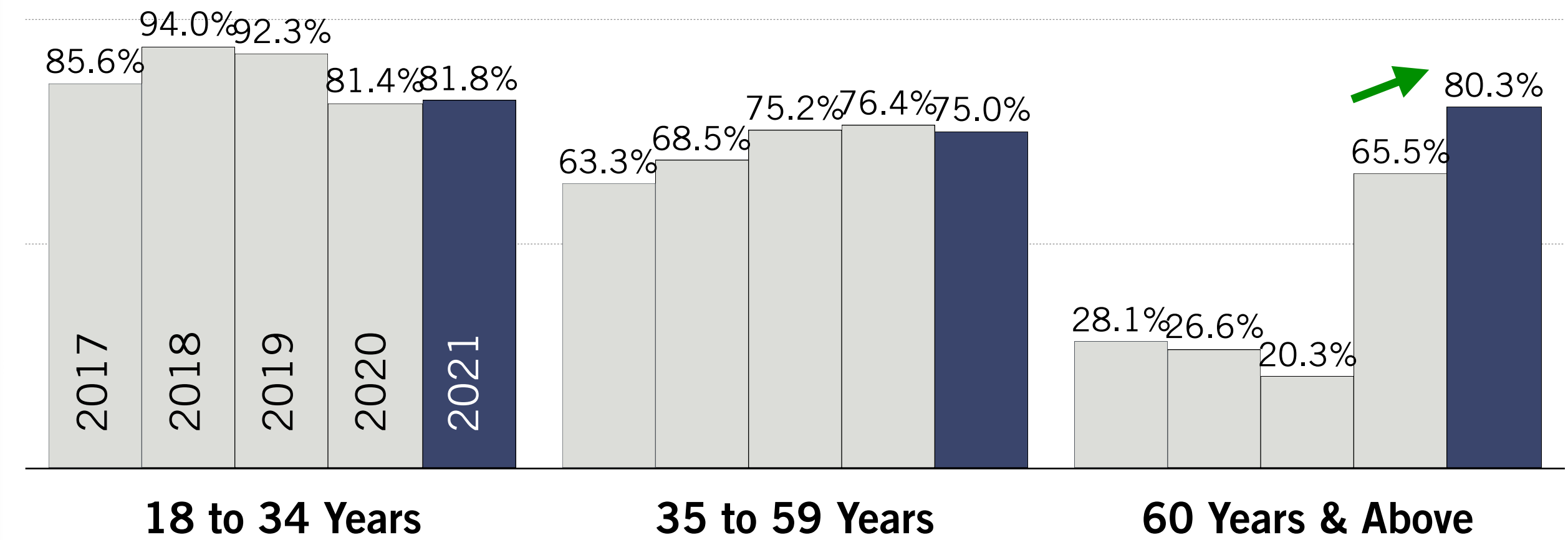


Insurance: Digital Channel Users

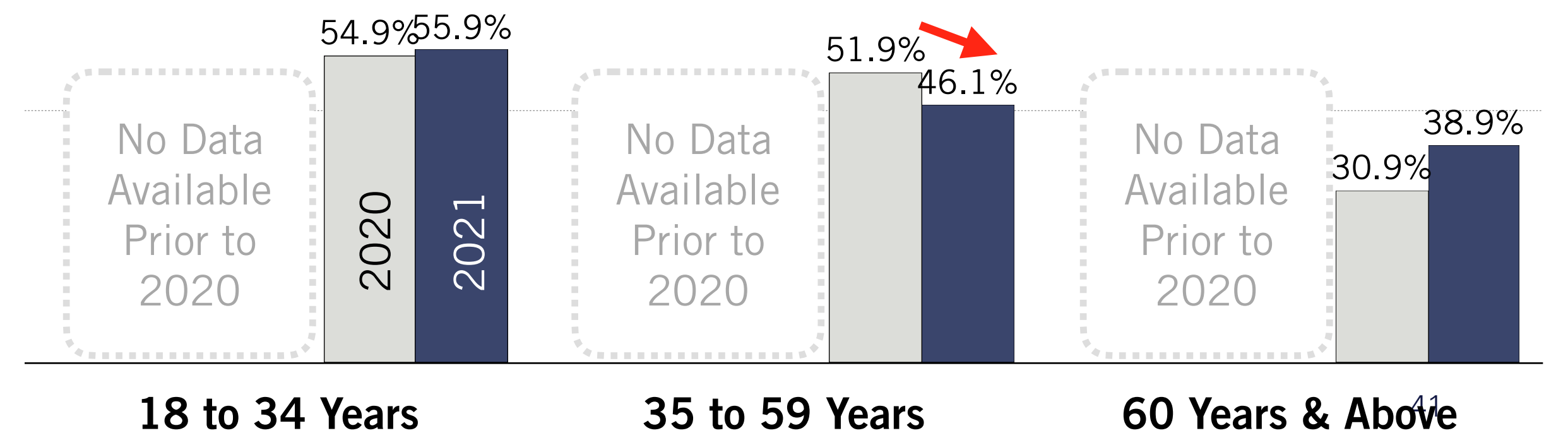


Statistically significant increase/drop from 2020 at 90% confidence

Banks: Digital Channel Users By Age Group



Insurance: Digital Channel Users By Age Group



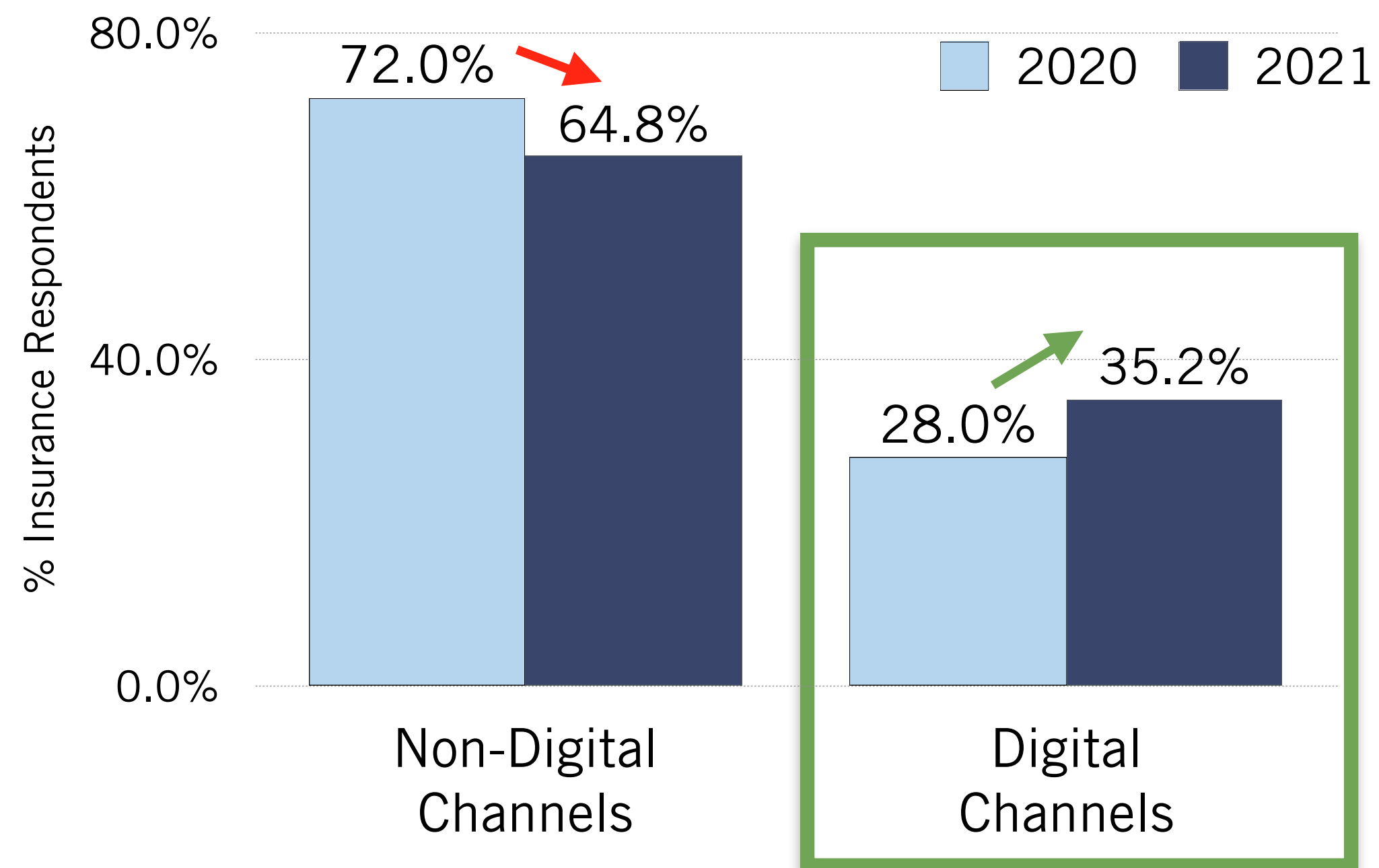
BUYING FINANCIAL PRODUCTS ONLINE

BUYING INSURANCE ONLINE

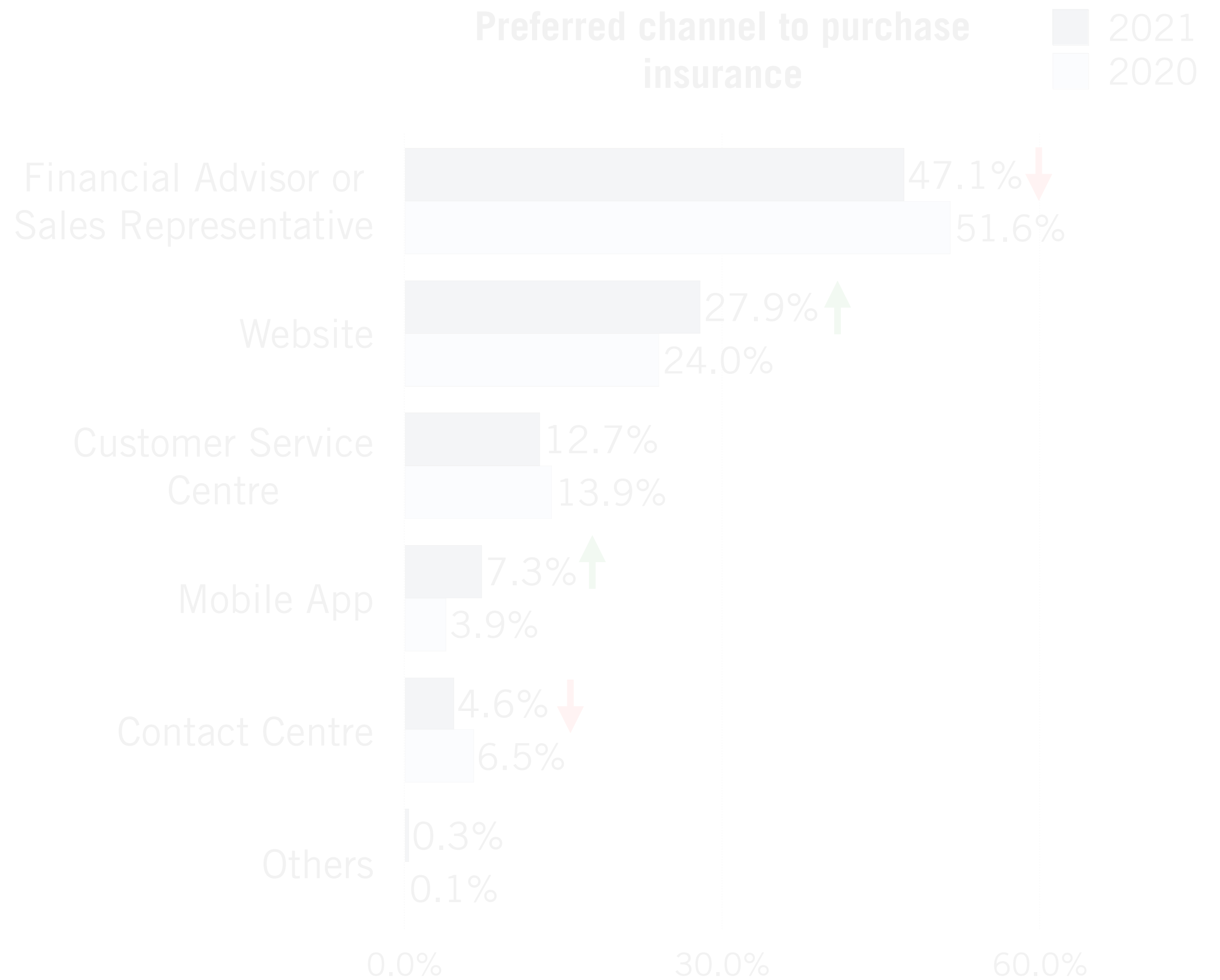
Customers Increasingly Prefer To Purchase Insurance Via Digital Channels...

(Insurance)

Year-on-Year Shifts In Preference to Purchase Through Digital Channels



Question: If you wish to purchase Life/Health & Medical Insurance, which of the following would you prefer to go to?

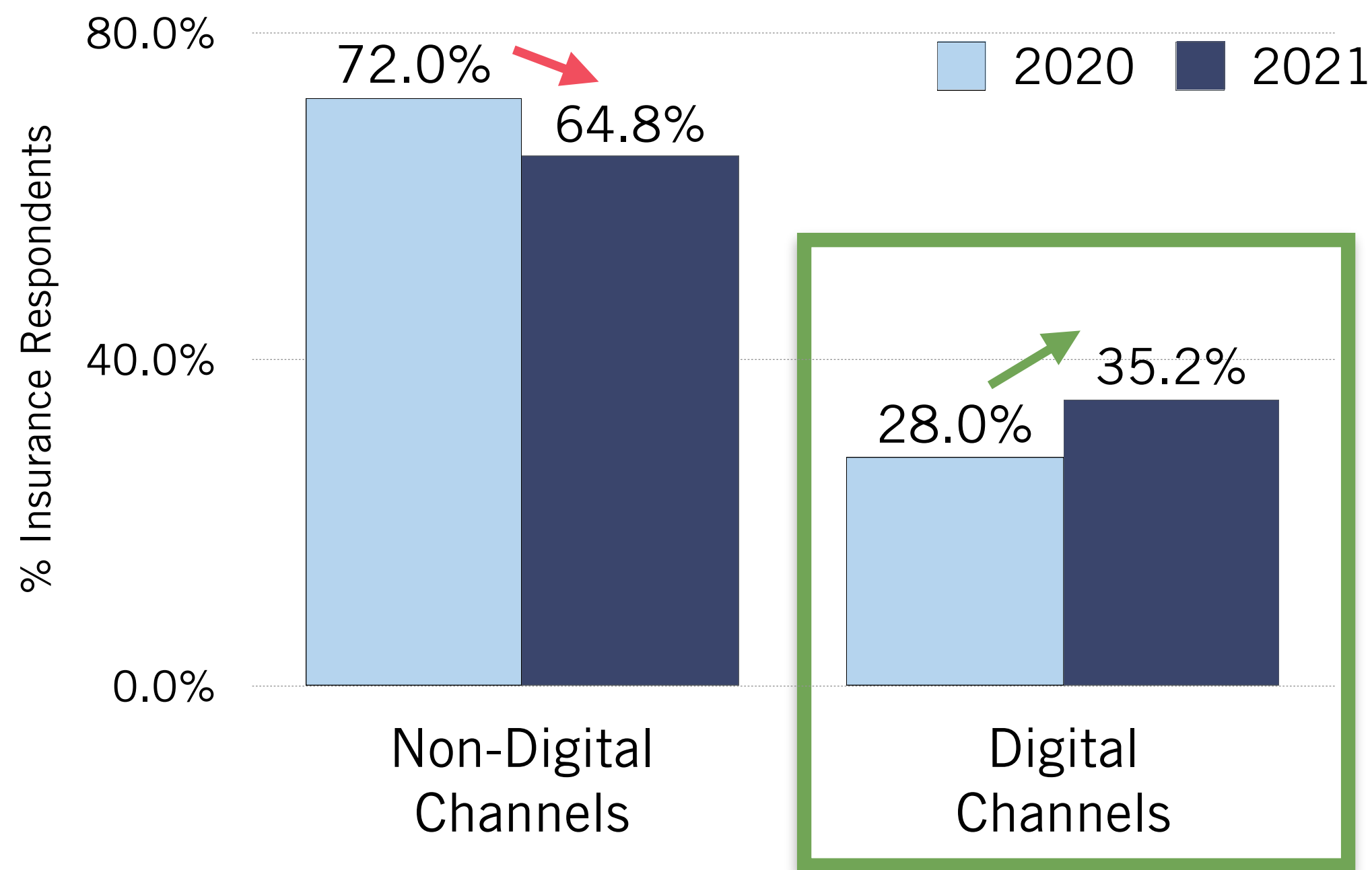


Statistically significant increase/drop from 2020 at 90% confidence

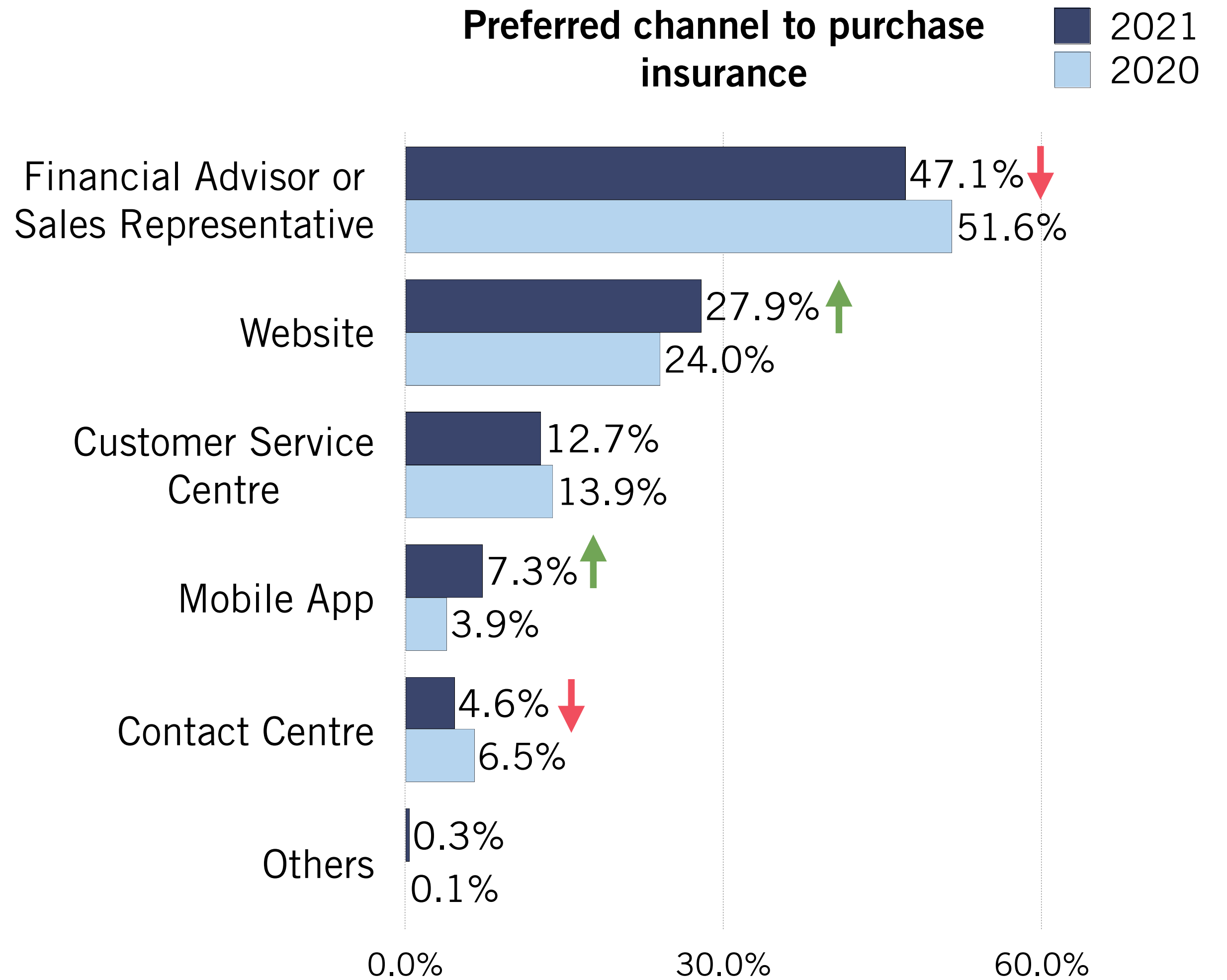
...Increase In Preference Driven By Both Website & Mobile App

(Insurance)

Year-on-Year Shifts In Preference to Purchase Through Digital Channels

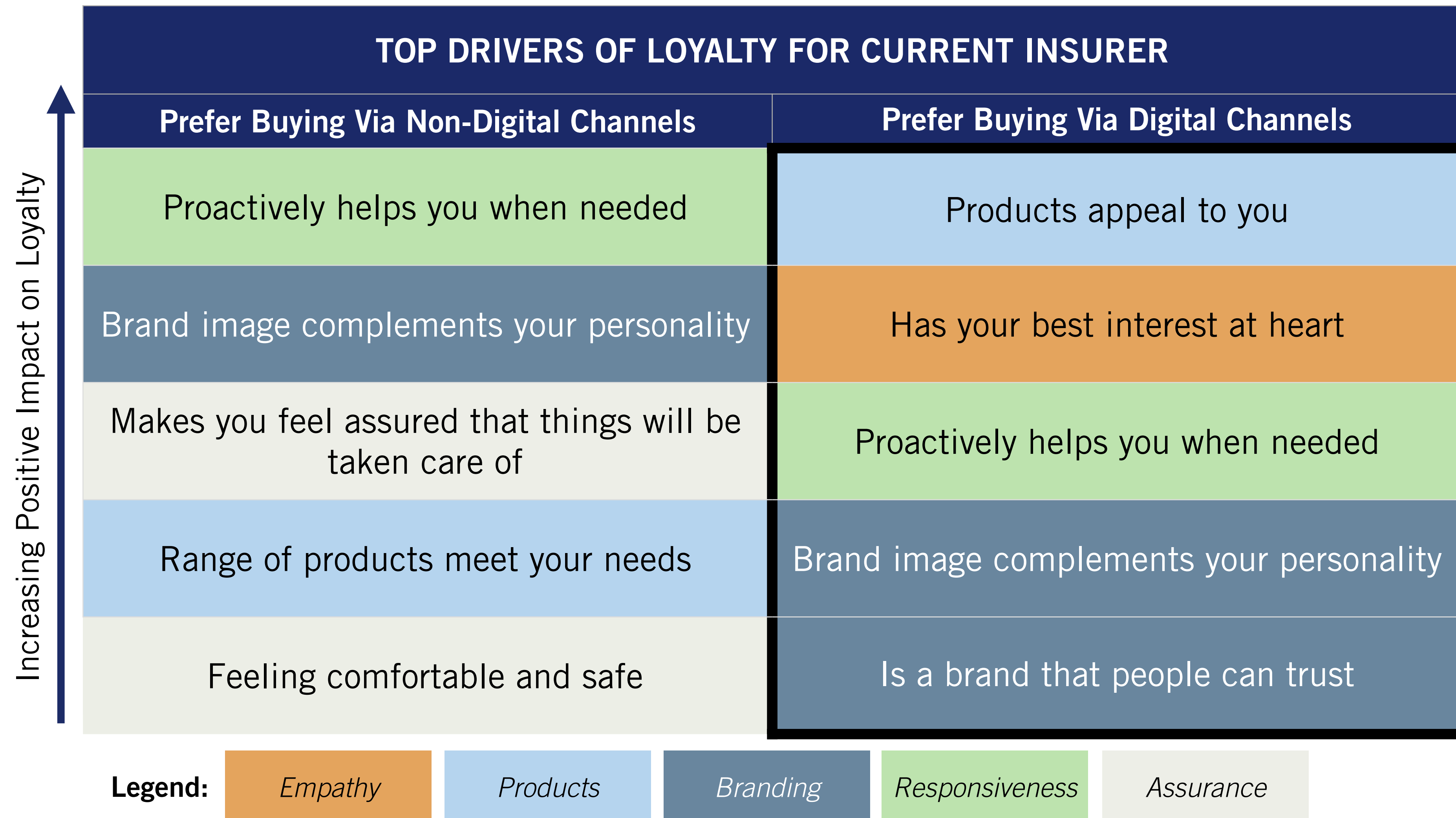


Question: If you wish to purchase Life/Health & Medical Insurance, which of the following would you prefer to go to?



Statistically significant increase/drop from 2020 at 90% confidence

Insurance: Product & Empathy More Critical For Customers Who Prefer to Purchase Insurance Over Digital Channels

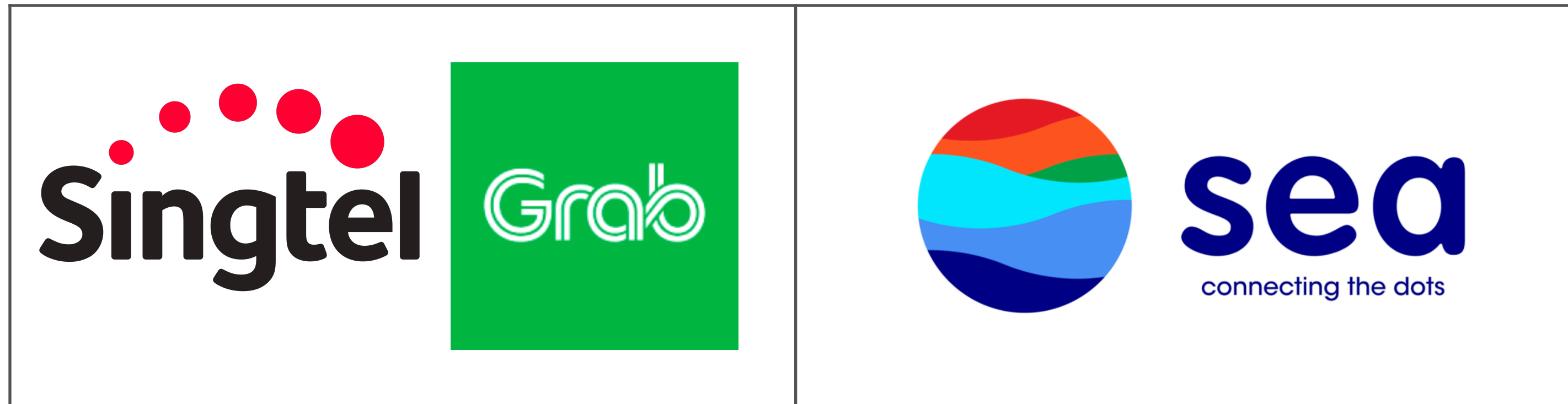


TRYING OUT DIGITAL BANKS

Tracking Willingness To Try Digital Banks

The Monetary Authority of Singapore (MAS) announced on 4 December 2020 the four successful digital bank applicants. Two were awarded Digital Full Banks and the other two Digital Wholesale Bank.

Full digital bank license — Awarded



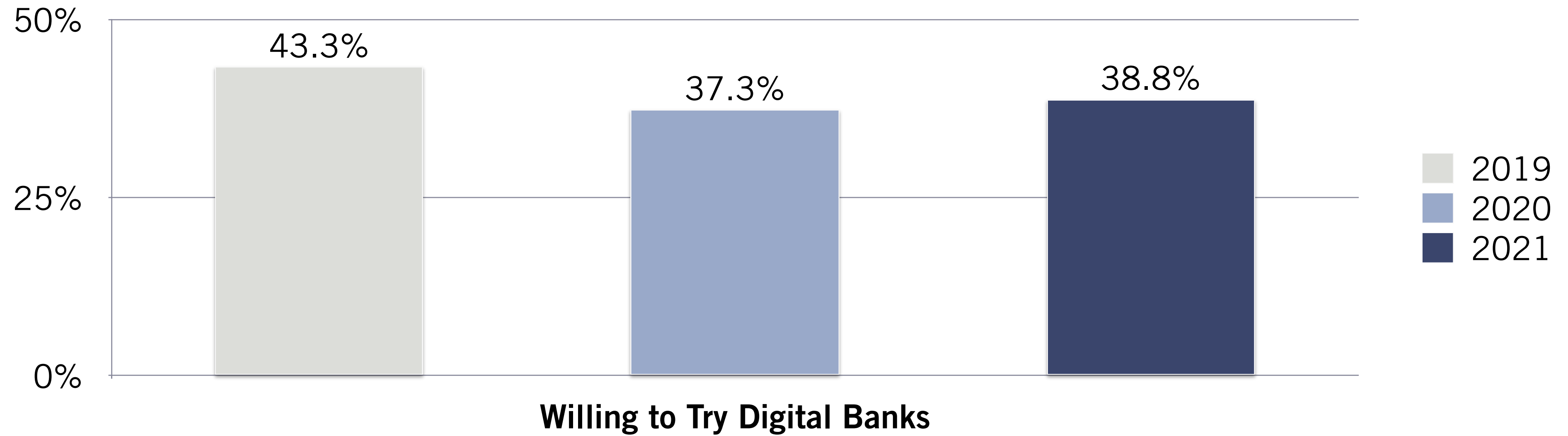
Question on Willingness to Apply for Products on Digital Banks

“Now, which of the following products would you be willing to apply for through a digital bank?”

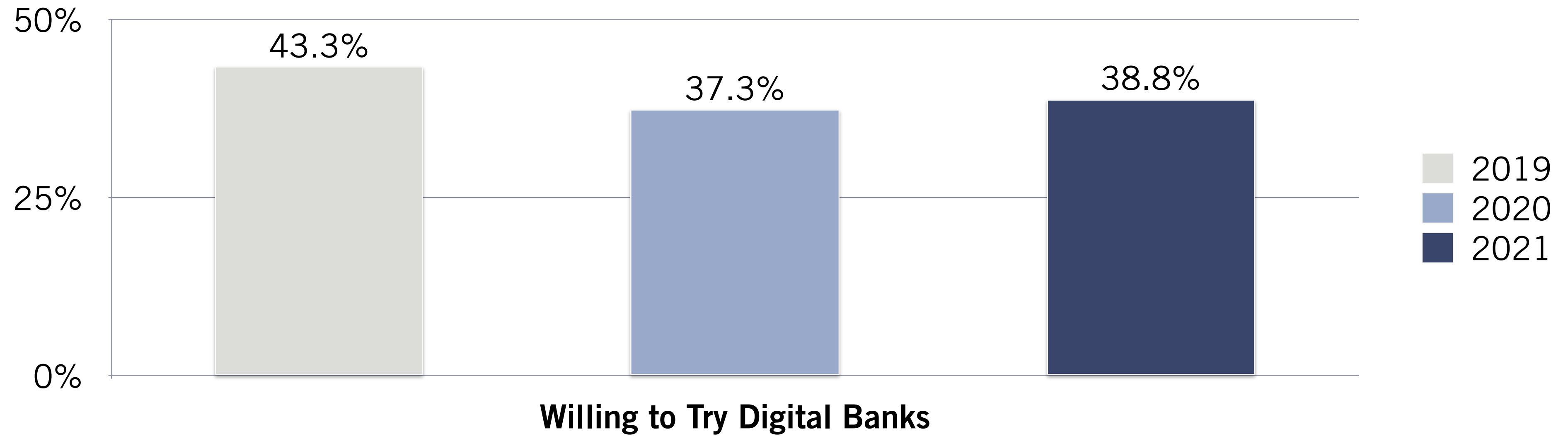
Full digital bank license — Shortlisted



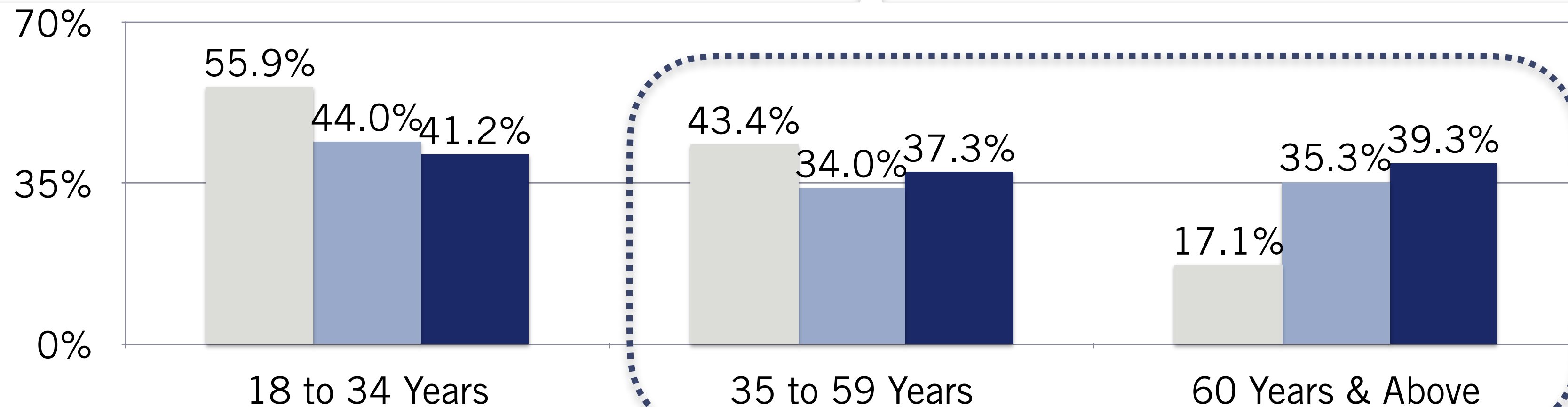
Holding Steady: 2 out of 5 Bank Customer Willing To Try Digital Banks (Banks)



Willingness To Try Digital Banks Holding Steady Among Older Customers (Banks)



Willingness To Try By Age Groups



Cards & CASA Remain Products Customers Willing To Try (Banks)

Which of the following products would you be willing to apply for through a digital bank?

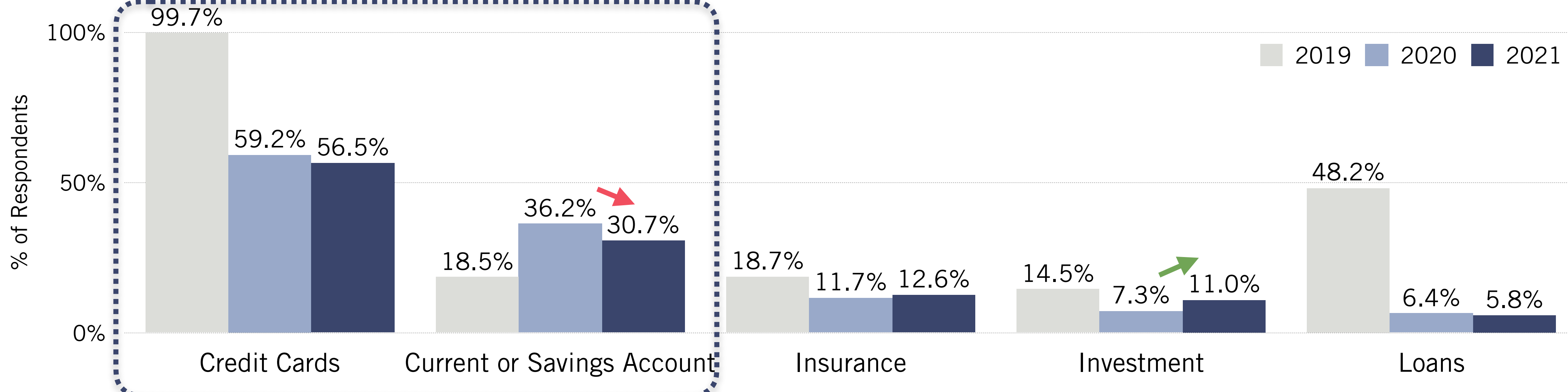
Not Willing To Apply Any Product

61.2%

Willing To Apply

38.8%

Products Customers Willing To Apply For On Digital Banks



Multiple responses allowed, hence percentages may not add up to 100%

↗ ↘ Statistically significant increase/drop from 2020 at 90% confidence

Perceived Novelty & Better Experience Remain the Main Drivers

(Banks: Reasons for Willingness To Try Digital Banks)

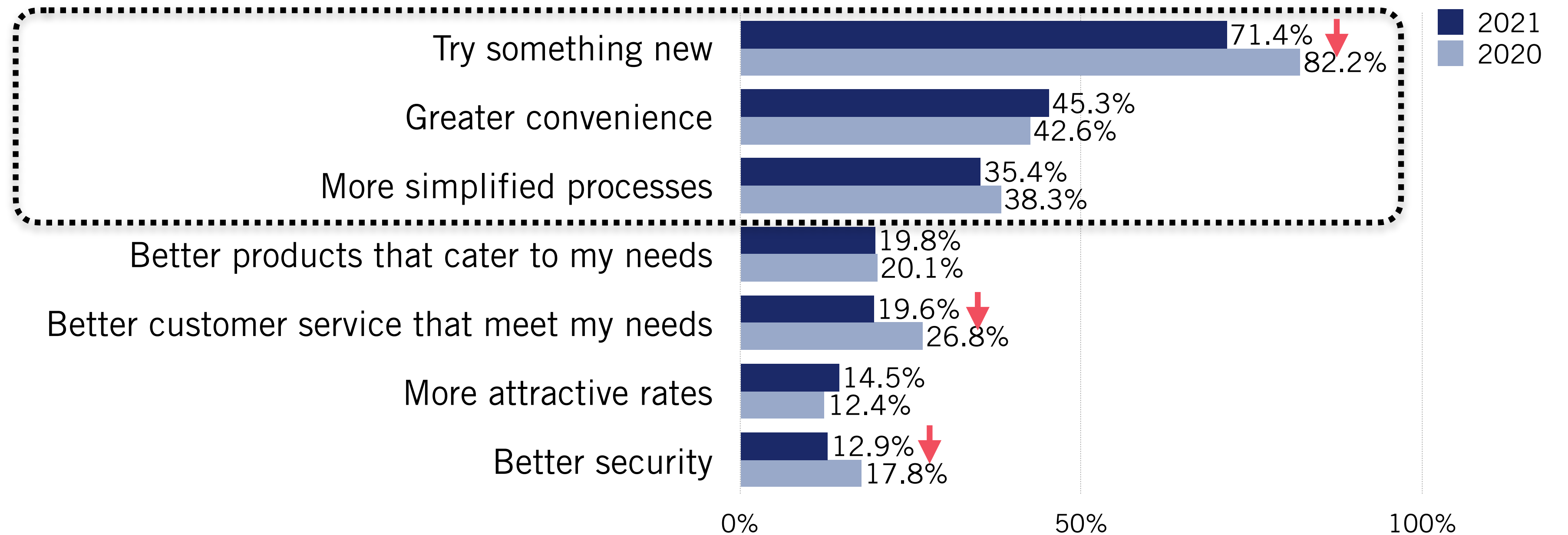
Which of the following were your reasons for your willingness to use digital banks?

Not Willing To Apply Any Product

61.2%

Willing To Apply

38.8%



Statistically significant increase/drop from 2020 at 90% confidence

Multiple responses allowed, hence percentages may not add up to 100% of Respondents

Habit & Preference for Staff and Security Remain Key Impediments to Digital Bank Adoption

(Banks: Reasons for Willingness To Try Digital Banks)

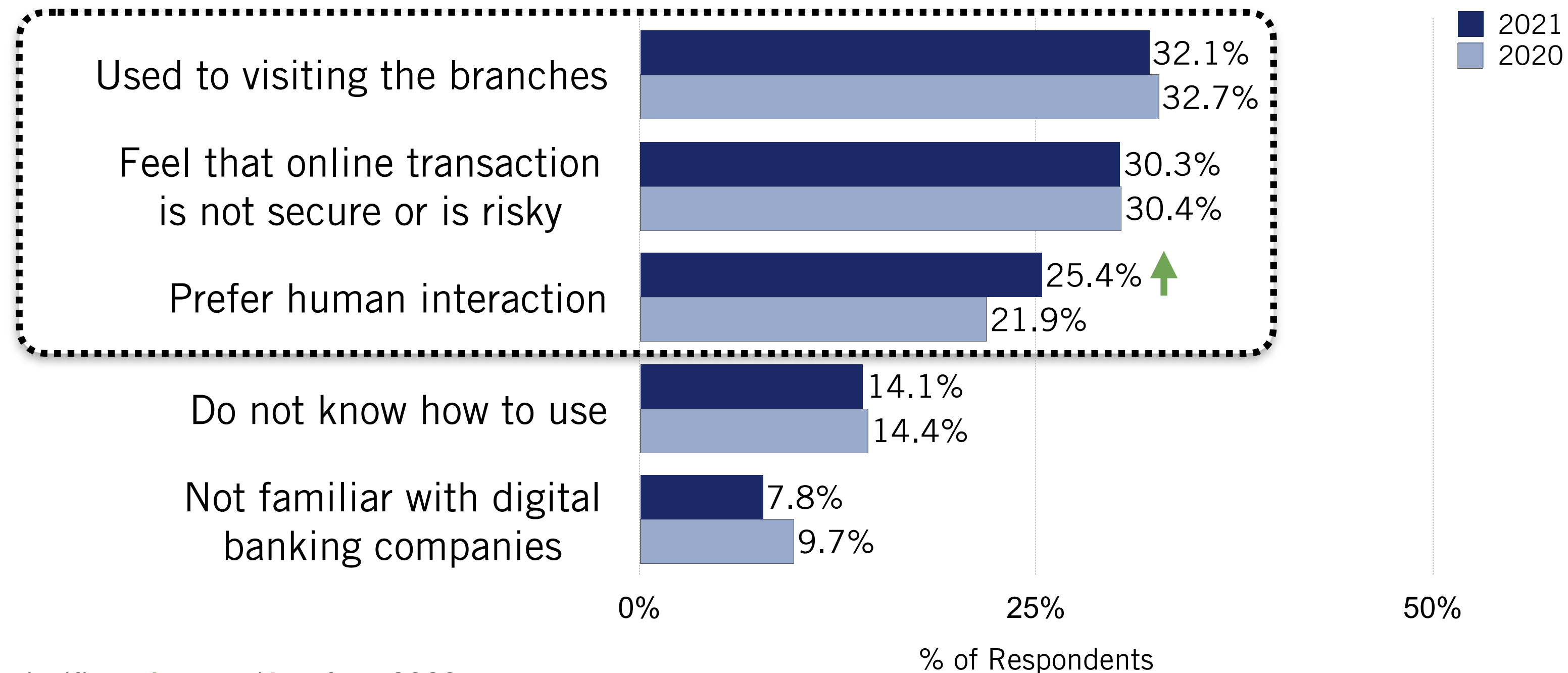
Which of the following products would you be willing to apply for through a digital bank? Why not?

Not Willing To Apply Any Product

61.2%

Willing To Apply

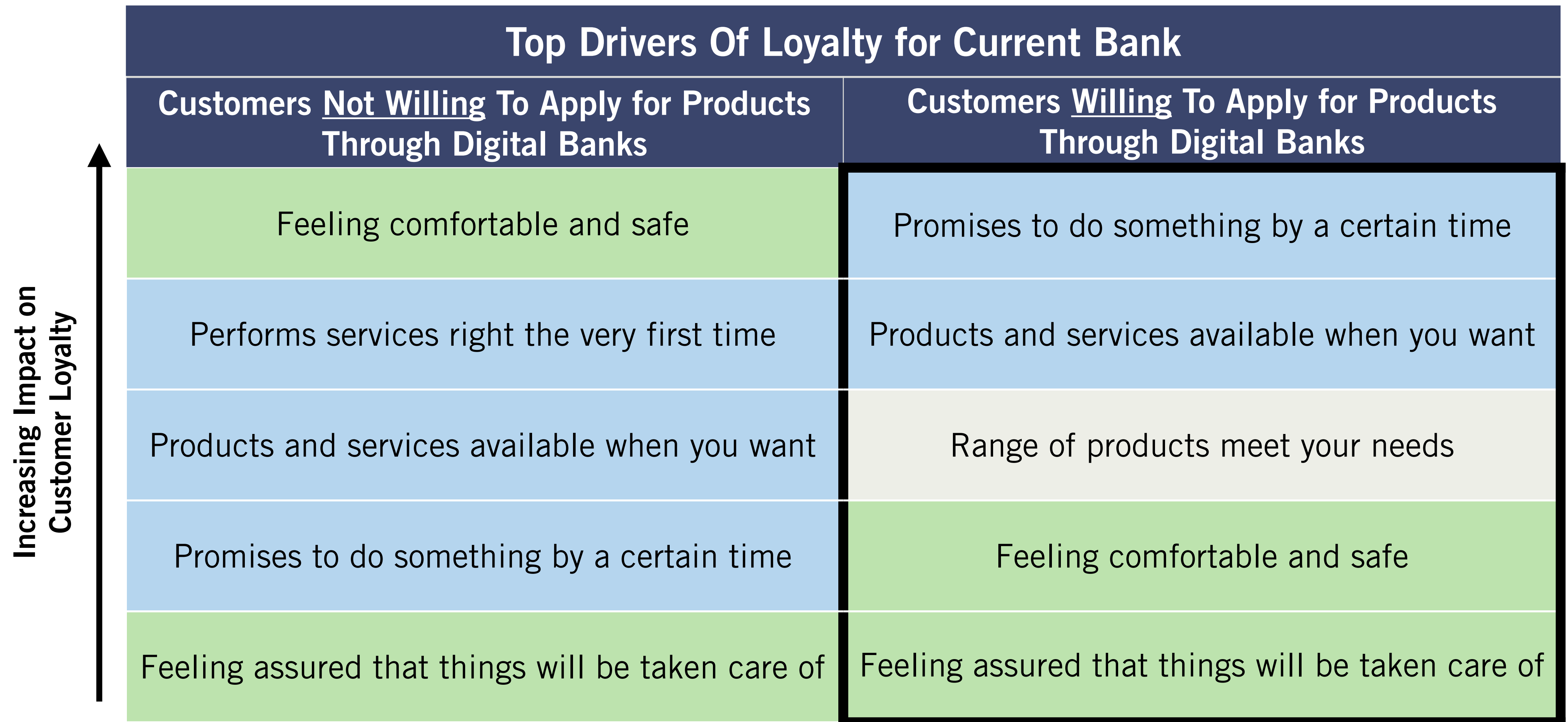
38.8%



↑ Statistically significant increase/drop from 2020 at 90% confidence

Multiple responses allowed, hence percentages may not add up to 100%

Banks: Potential Customers of Digital Banks Driven More by Reliability



Legend:

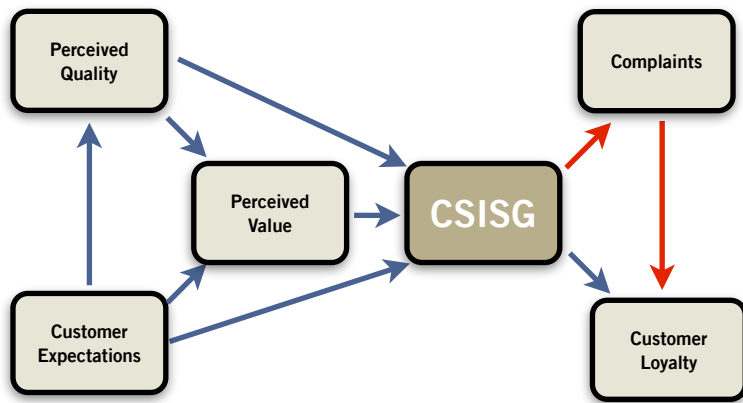
Assurance

Reliability

PAYMENTS: CREDIT CARDS & E-PAYMENT APPS

CREDIT CARDS

Credit Cards: Statistically Significant Increase In Quality, Value and Loyalty



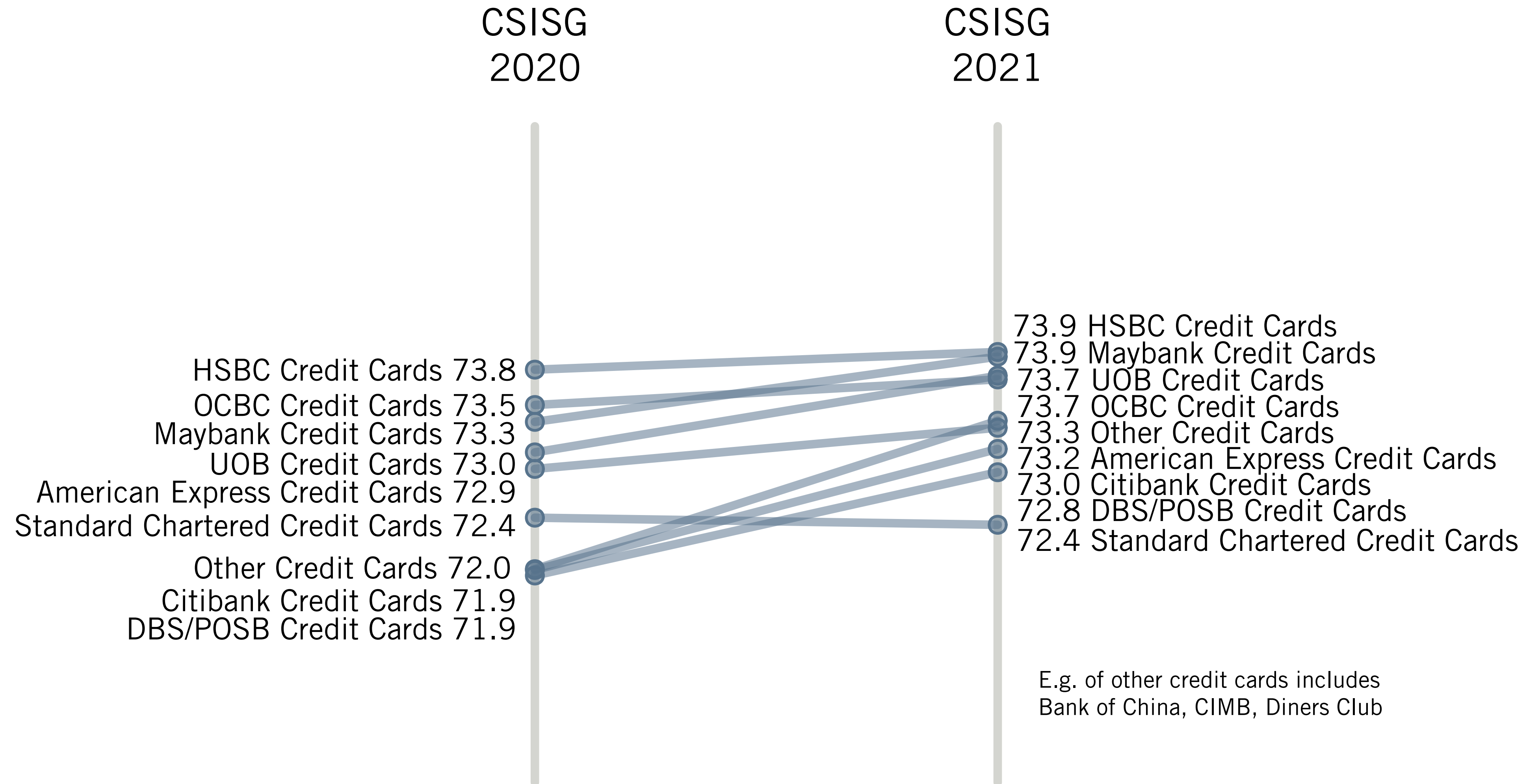
	Customer Expectations (Predicted Quality Before Recent Experience)	Perceived Quality (After Recent Experience)	Perceived Value	CSISG	Customer Loyalty
Banks	73.9 (+0.4%) ■	75.5 (-0.6%) ■	76.4 (-0.3%) ■	74.9 (+1.2%) ■	66.7 (-0.9%) ■
Insurance	74.4 (-1.5%) ■	74.6 (-0.3%) ■	72.3 (+0.2%) ■	73.5 (-0.4%) ■	70.5 (-1.2%) ■
Credit Cards	72.7 (+0.6%) ■	78.8 (+4.7%) ▲	78.3 (+3.6%) ▲	73.2 (+0.7%) ■	74.3 (+3.3%) ▲
e-Payment Apps*	76.1	77.6	NA	77.0	76.3

▲ ▼ Statistically significant year-on-year **increase/drop** at 90% confidence
 ■ No statistically significant year-on-year change at 90% confidence

Note: (1) Life and Health & Medical Insurance were merged and reported as one sub-sector from 2020. (2) *e-Payment Apps Sub-Sector: The entities measured in 2020 are not comparable year-on-year due to a change in the survey's design.

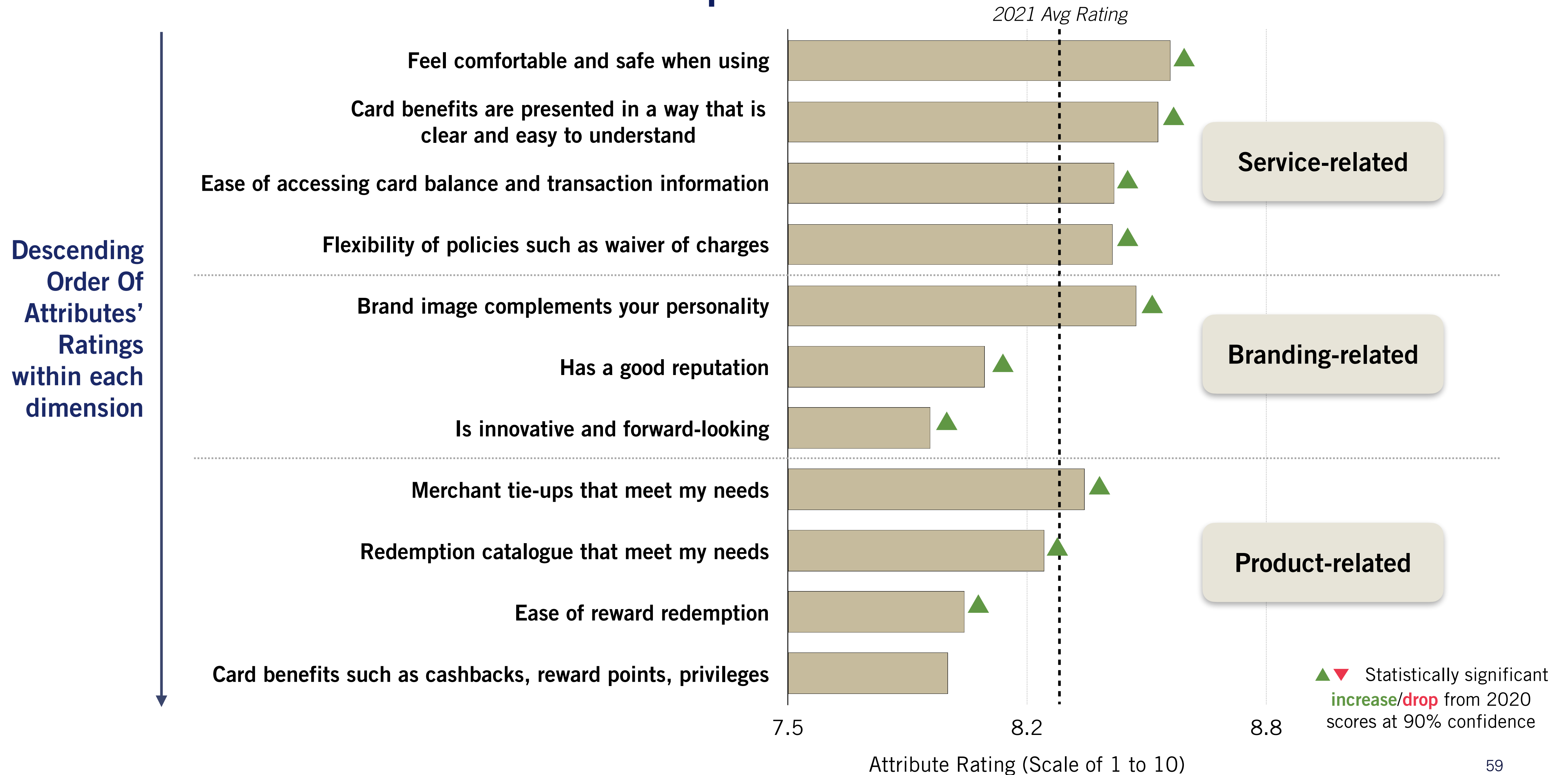
Marginal Movement in Scores Across Issuers

(Most Recently Used Card)



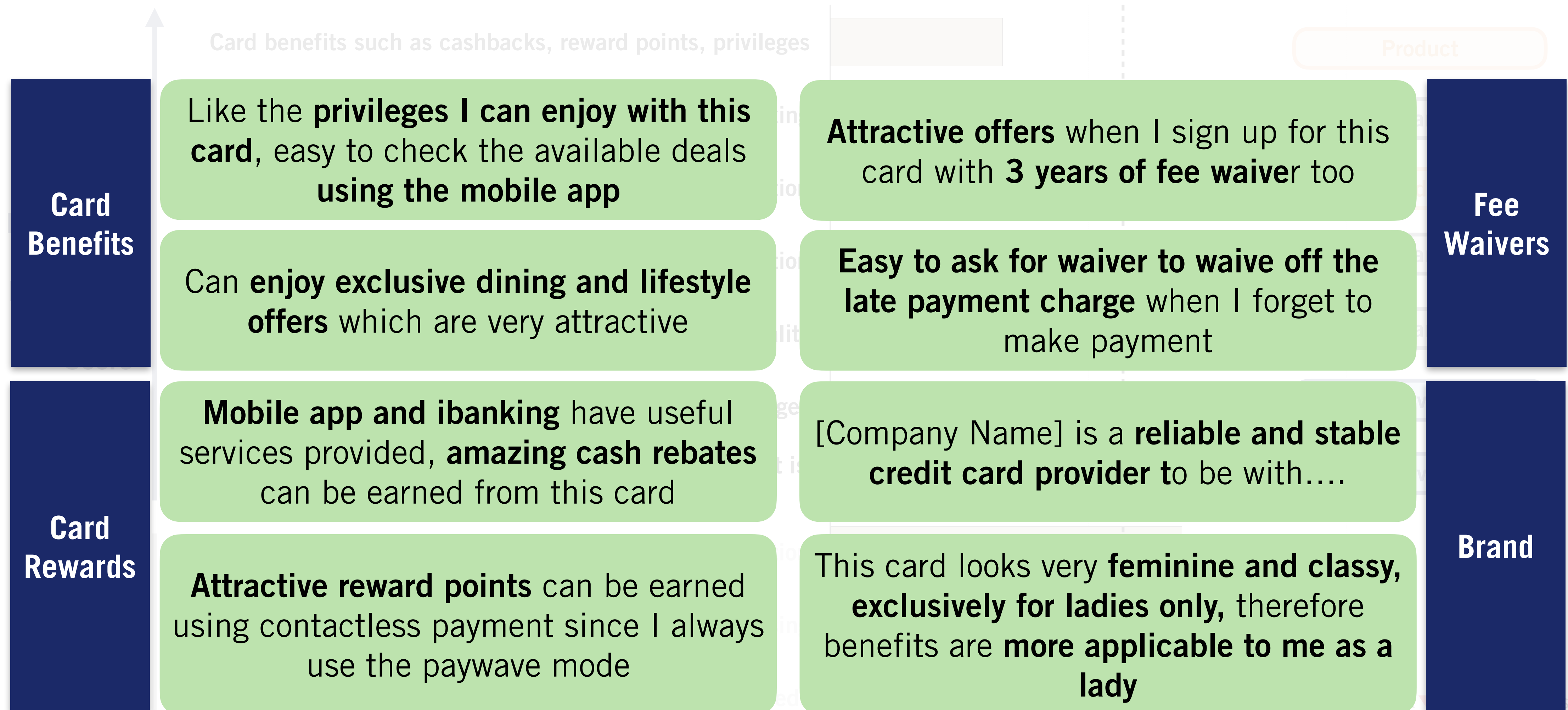
Note: To qualify as a credit cards respondent, they must own an active Credit Card of which they are the principal cardholder, and have most recently used in the last 3 months.

Credit Cards: Increase Across Multiple Attributes



Selected Verbatim On Satisfaction With Improved Attributes

2021 Avg Rating

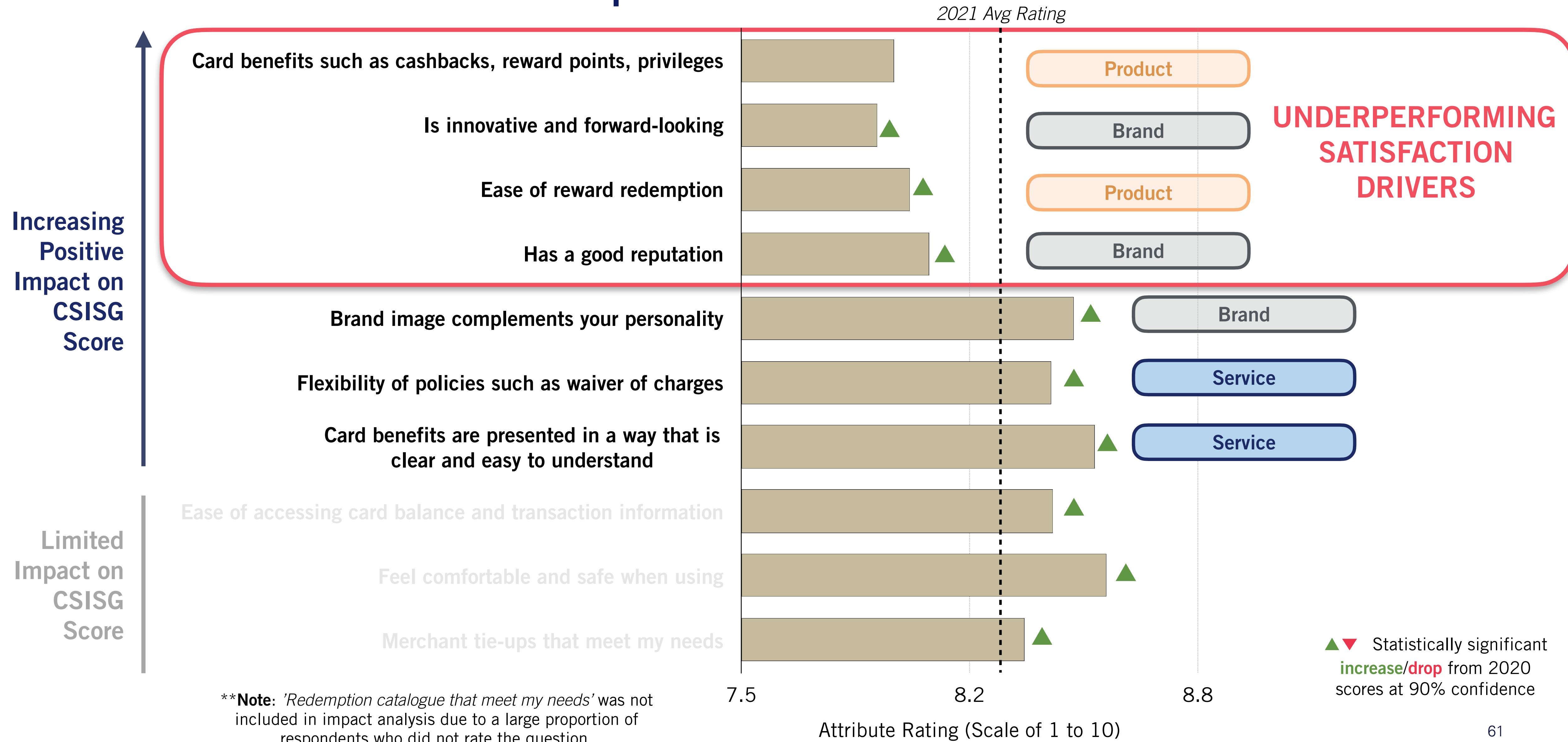


**Note: 'Redemption catalogue that meet my needs' was not included in impact analysis due to a large proportion of respondents who did not rate the question.

Attribute Rating (Scale of 1 to 10)

Significant increase/drop from 2020 scores at 90% confidence

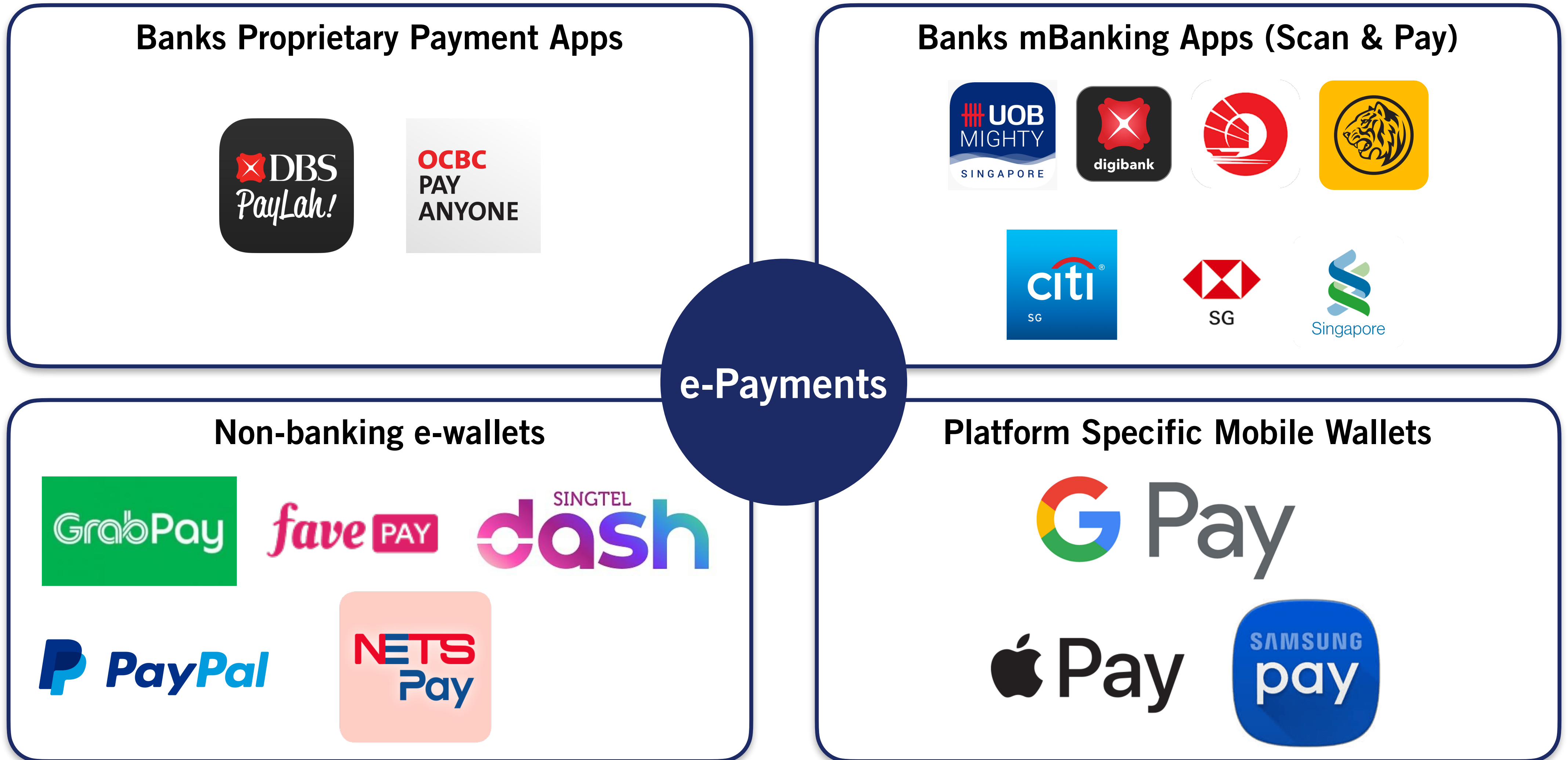
Credit Cards Attributes - Impact on CSISG



E-PAYMENT APPS

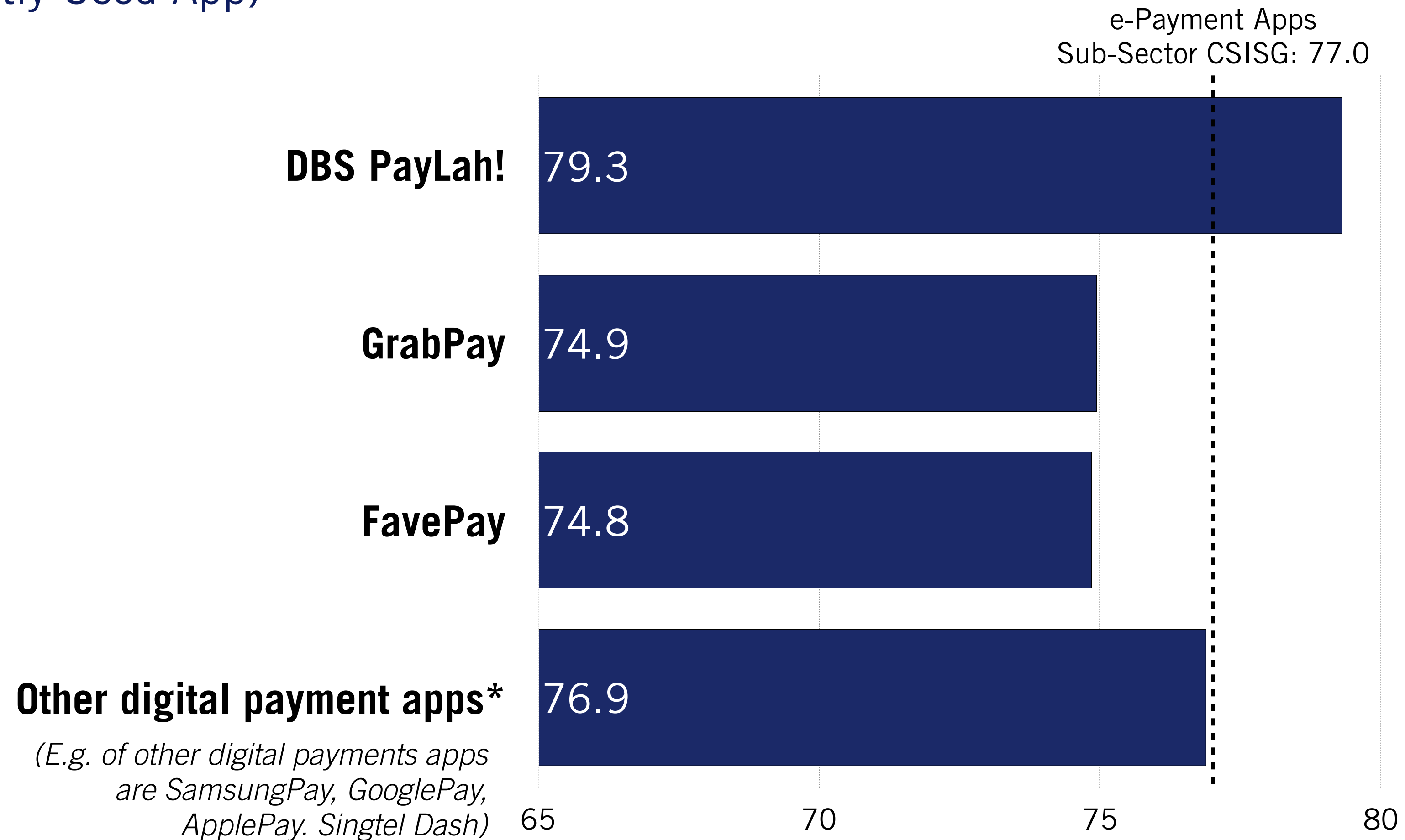
(NEW SUB-SECTOR)

e-Payment Apps Coverage



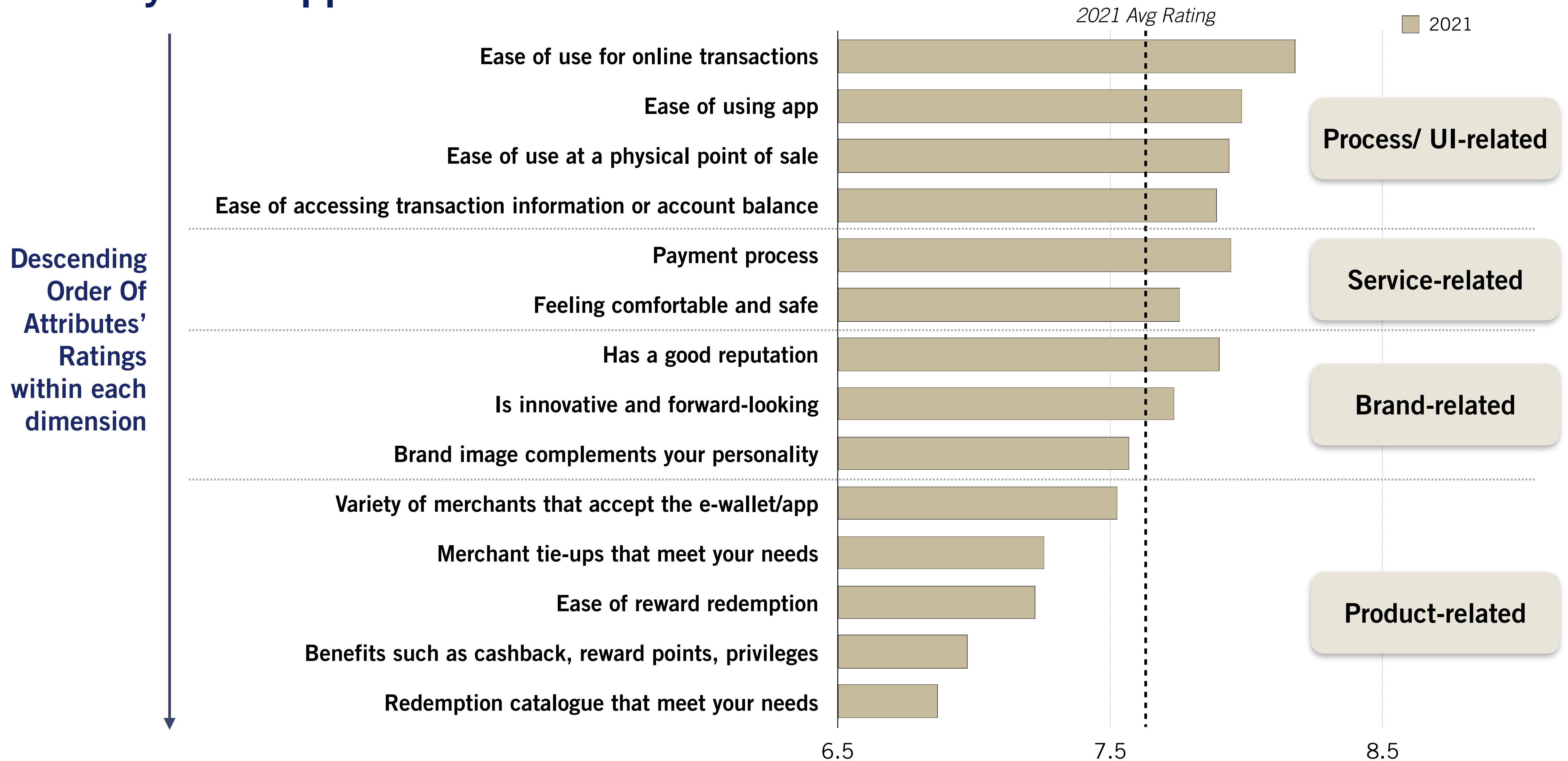
e-Payment Apps CSISG Scores

(Most Recently Used App)



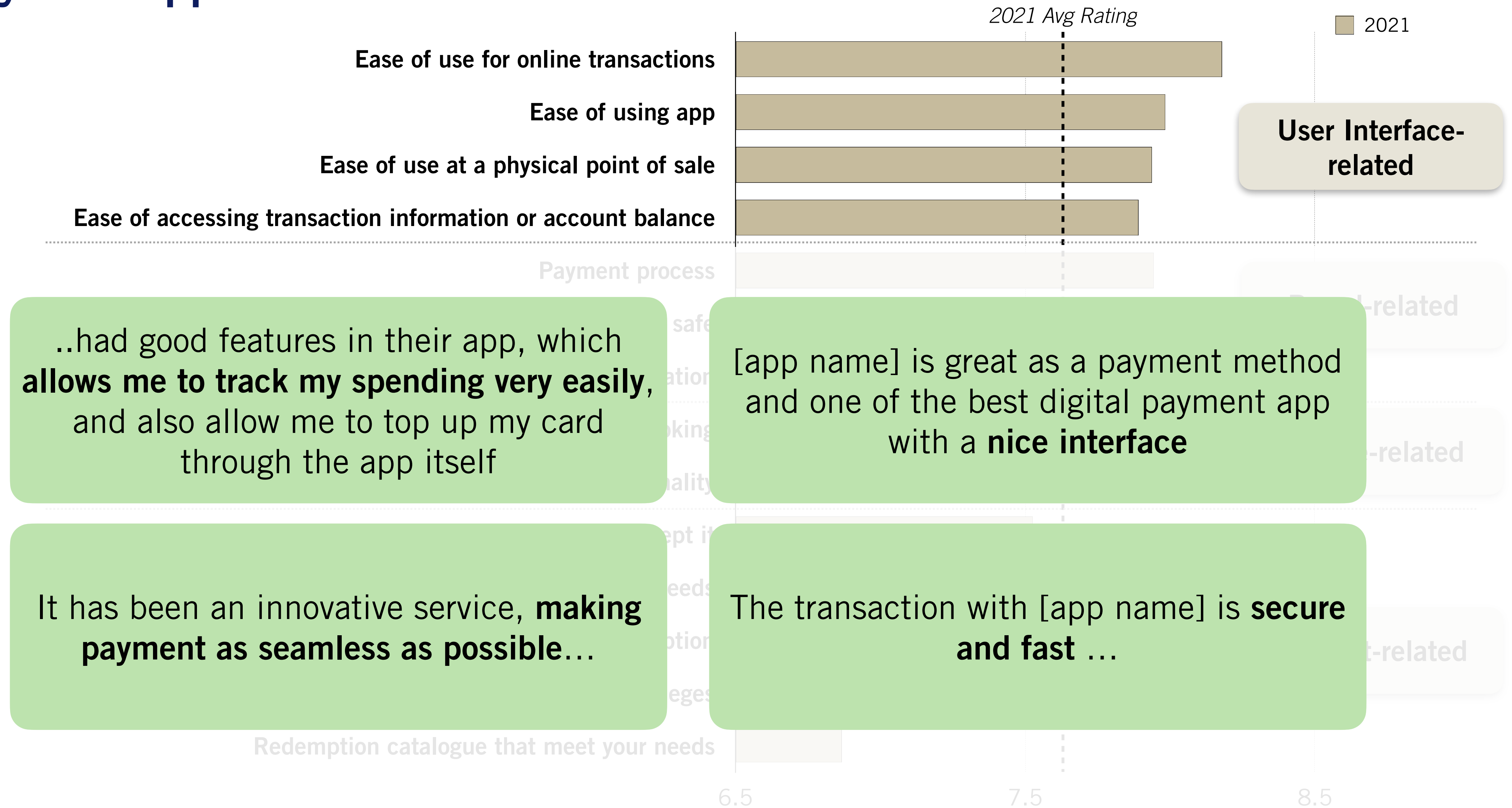
Note: (1) To qualify as an e-Payment Apps respondent, they must have used the e-Payment App most recently, for their purchases from a physical or online store in the last 3 months. (2) The entities measured in 2020 are not comparable year-on-year due to a change in the survey's design.

e-Payment Apps Attributes



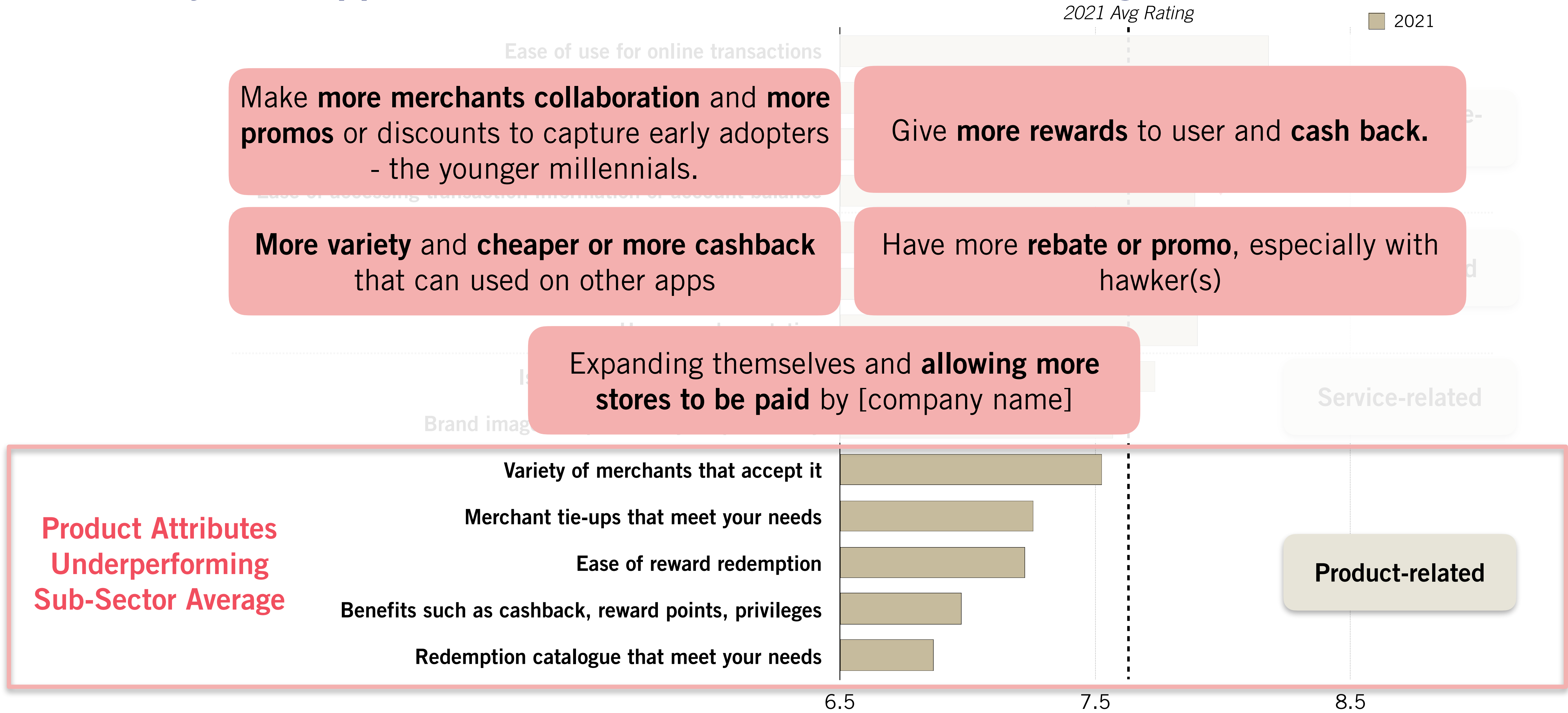
* **Note:** The e-Payment Apps sub-sector is not comparable year-on-year, due to a change in the survey's design.

e-Payment Apps: Selected Verbatim On Reasons For Satisfaction



* **Note:** The e-Payment Apps sub-sector is not comparable year-on-year, due to a change in the survey's design.

e-Payment Apps: Selected Verbatim On Under-Performing Attributes

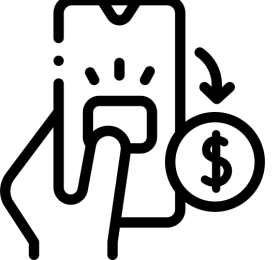



* **Note:** The e-Payment Apps sub-sector is not comparable year-on-year, due to a change in the survey's design.

COMPARING E-PAYMENT APPS & CREDIT CARDS

e-Payment Apps See Higher Proportion Of Younger Users Than Credit Cards

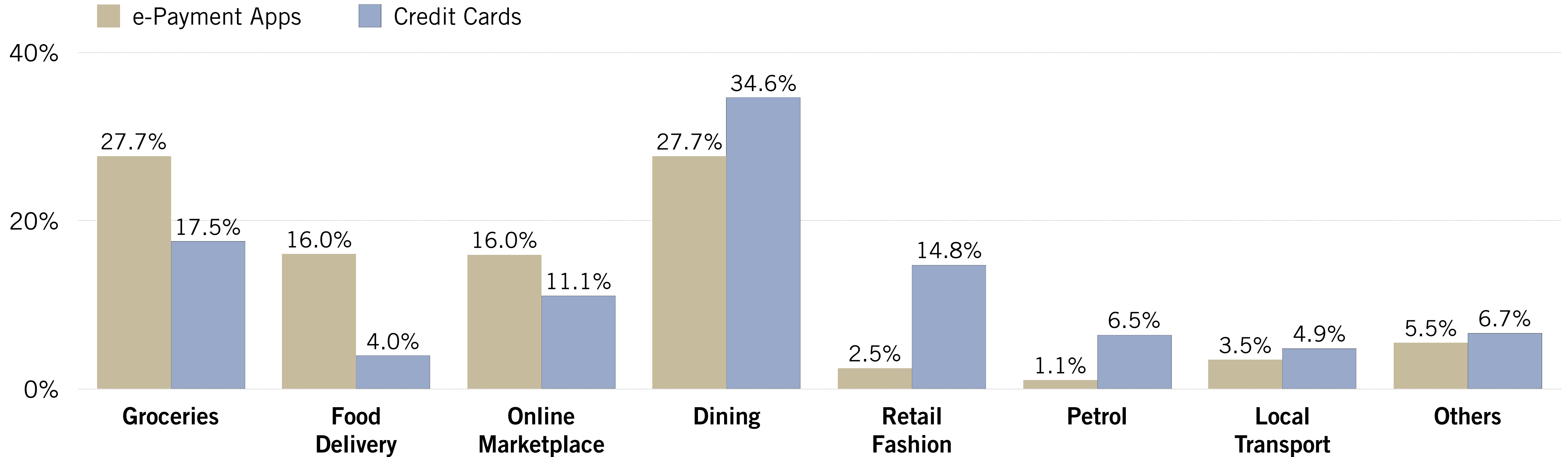
(Credit Cards vs e-Payment Apps: Comparison of Respondent Profile)

		e-Payment Apps	Credit Cards
			
Age	18 to 34 Years	32.2%	22.5%
	35 to 59 Years	52.4%	63.4%
	60 Years & Above	15.4%	14.1%

GREEN/RED indicates statistically **higher/lower** proportions than the other Sub-sector at 90% confidence

Comparing Most Spend Categories For Credit Cards & e-Payment Apps

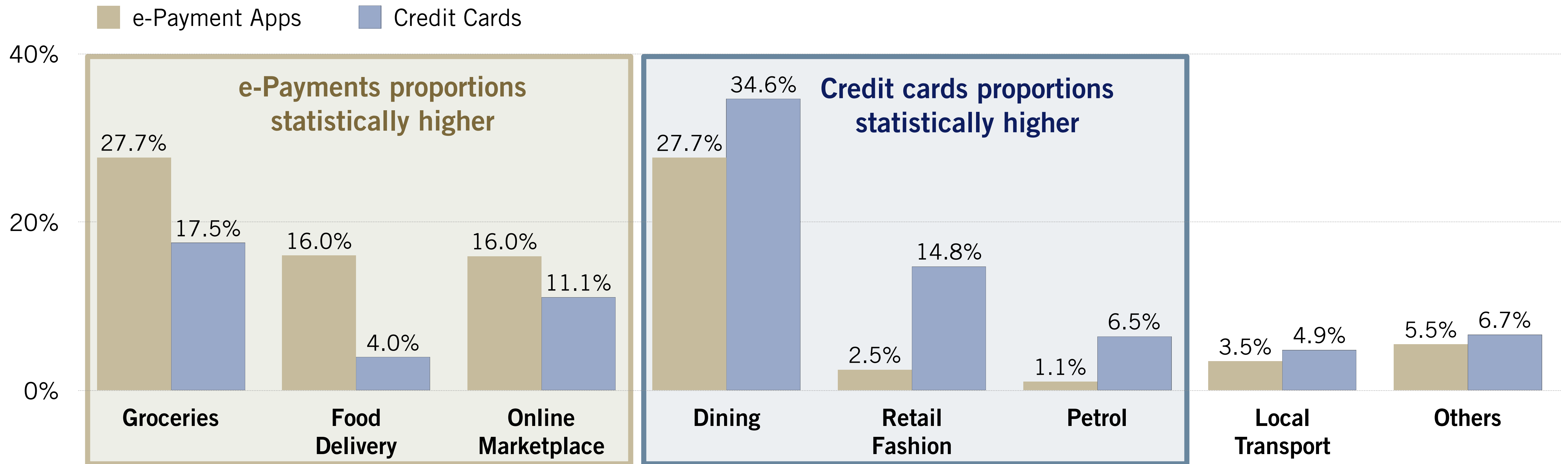
In general, which of the following categories do you spend the most on per month?



Notes: (1) Examples of Online Marketplace are Lazada, Shopee, Redmart, Zalora (2) Others include Travel, Entertainment, Healthcare, Data Communications, Beauty & Wellness, etc.

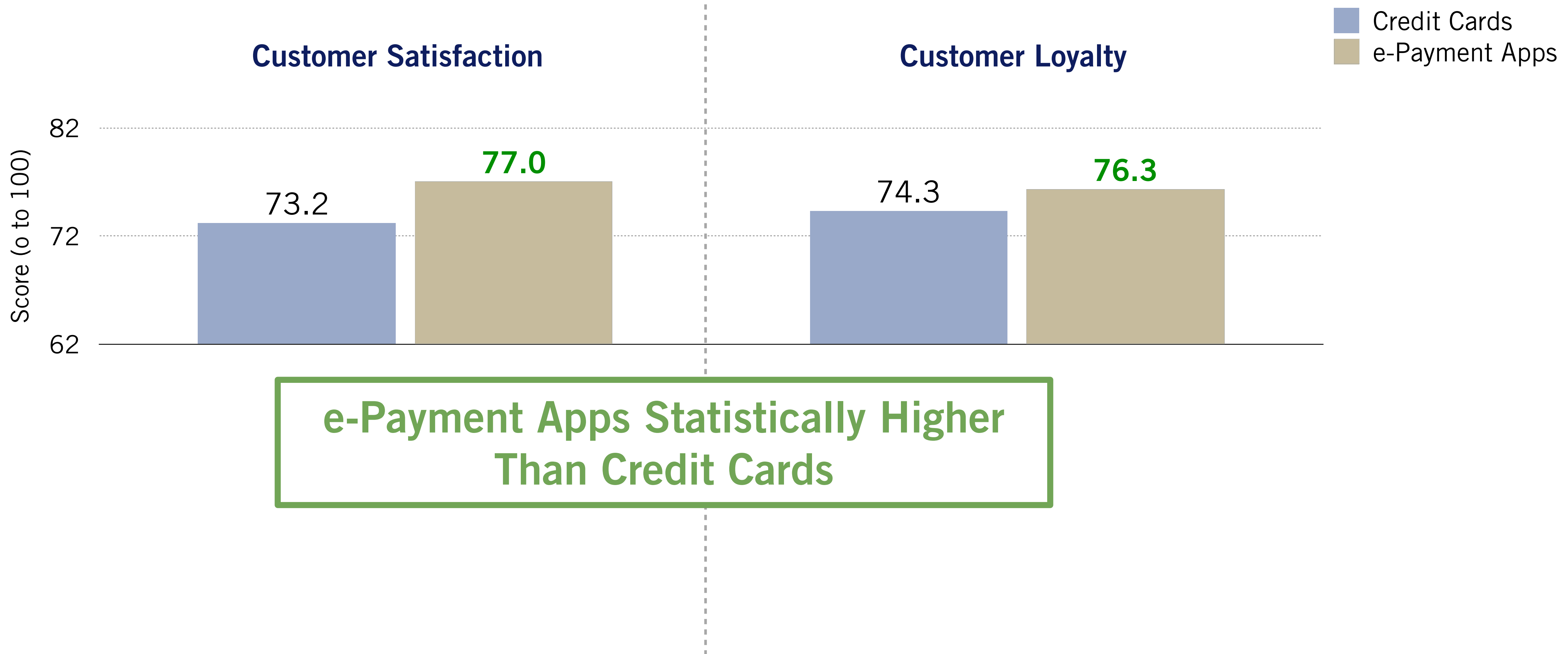
e-Payment App Customers Spend More On Daily Spends

In general, which of the following categories do you spend the most on per month?

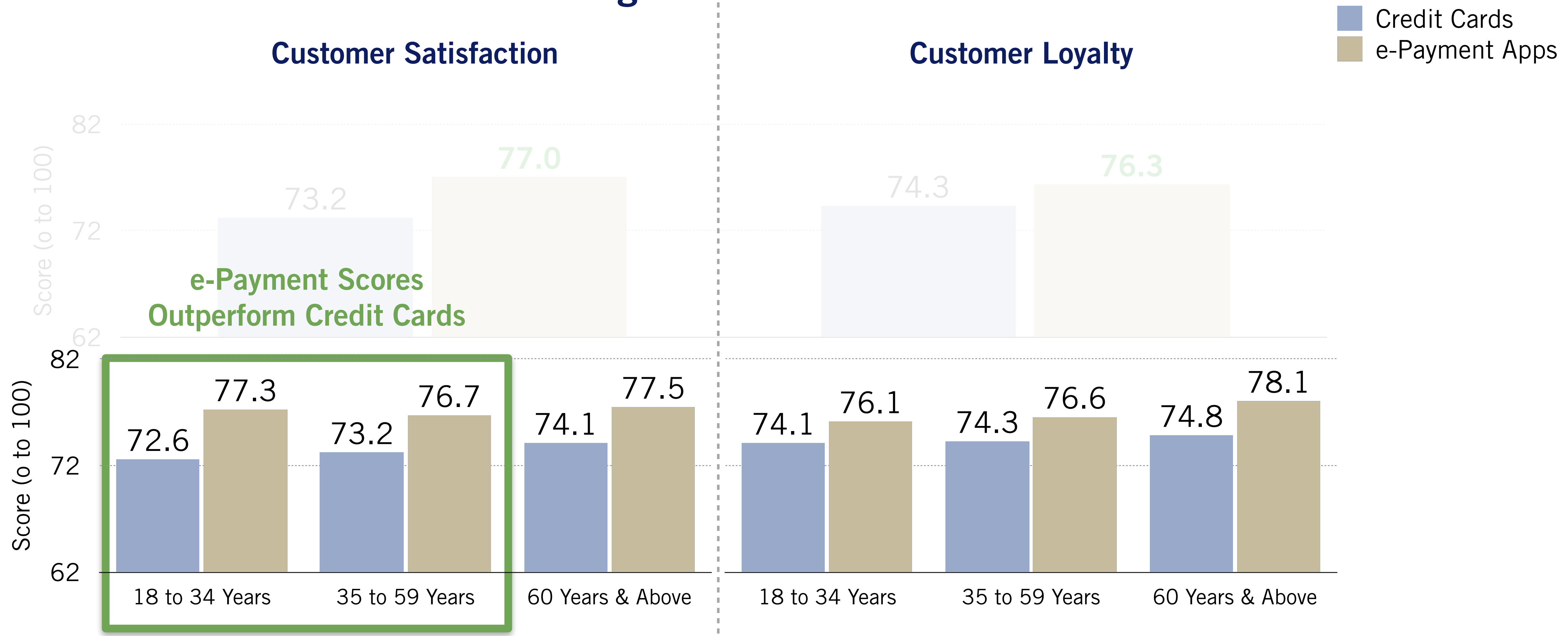


Notes: (1) Examples of Online Marketplace are Lazada, Shopee, Redmart, Zalora (2) Others include Travel, Entertainment, Healthcare, Data Communications, Beauty & Wellness, etc.

e-Payment Apps Sub-sector CSISG & Loyalty Outperforms Credit Cards



Younger e-Payment App Customers More Satisfied Than Credit Card Customers From the Same Segment



GREEN/RED indicates statistically significant **better/worse** than Credit Cards Sub-sector at 90% confidence

Brand and Product Key Loyalty Drivers For Both Payment Modes

Attributes with Significant Impact on Loyalty	
Credit Cards	e-Payment Apps
Brand image complements your personality	Merchant tie-ups that meet your needs
Flexibility of policies such as waiver of charges	Payment process
Is innovative and forward-looking	Has a good reputation
Ease of reward redemption	Ease of accessing transaction information or account balance
Card benefits such as cashbacks, reward points, privileges	Ease of use for online transactions

Increasing Positive Impact on Loyalty

Legend:

Branding

Product

Key Takeaways

- **National Trending:** National CSISG holding steady propped up by the finance sector despite declines in a number of sub-sectors.
- **Digital Shift Continues:** Trend of older customers using or preferring digital channels continues despite reopening of the economy.
- **Banks:** Satisfaction holding steady with most channels recovering from 2020. Assurance and Reliability critical especially in light of recent digital issues.
- **Insurance:** Scores holding steady. Empathy and Reliability continues to underperform. Continue to invest in digital as preference for buying on digital channels rise.
- **Credit Cards:** Improvement across multiple areas including product and service areas. Strengthening underperforming areas in branding and rewards and benefits.
- **e-Payment Apps:** Customers younger, more satisfied and loyal than cards customers, and spend more on daily essentials.

Q&A

ISE INDUSTRY FORUM

CSISG 2021 Q4 RESULTS ANNOUNCEMENT

FINANCE & INSURANCE SECTOR