



**Subsector:** Asset Management

**Job Family:** Client Servicing

**Impact Level**

Today, this role is responsible for all operational aspects of client service, from onboarding to managing transitions, as well as handling enquires on fund performance and report dissemination.

High Impact

## Consolidated Activities

	Today	Future
<b>KYC Check</b>	Execution is laborious as the existing onboarding systems enforce one-size-fits-all checklists for KYC information collection.	AI powered systems would incorporate a high number of attributes into screening processes, enabling a holistic view and providing a more reliable outcome. In addition, API and cloud-based solutions can enable automated data cleansing, remediation and monitoring to improve onboarding time.
<b>Client Servicing</b>	Execution of task can be supported by technology. Business intelligence tools are used to provide real-time dashboards of client portfolios, helping this role navigate data to address first-level questions in a targeted manner, enhancing the client dialogue.	Leveraging self-service portals and chatbots, clients are able to obtain answers to basic inquiries without human intervention. However, due to the highly bespoke nature of Asset Management clients, the use of Chatbots have not been widely tested today, in comparison to other sectors.
<b>Transition Management</b>	Execution of task requires deep technical knowledge and human judgment.	Technology is not likely to impact the execution of this task as deep technical knowledge and human judgment remain critical.

In the next

**3-5** years ...

Digital platforms will enable clients to view portfolios and check status' in real-time, allowing a "self-service" feature to enhance the client experience. They will focus on more strategic/complicated tasks – i.e., transition management.

### Skills Differentiators:

- ▶ **Stakeholder Engagement** The job holder will be highly skilled to liaise with internal and external stakeholders, effectively eliciting stakeholders' views and developing consensus.
- ▶ **Advanced Digital Acumen/Literacy:** Apart from upskilling to be proficient in using advanced digital tools, the job holder will need to gain strong understanding on machine/deep learning powered solutions and how technology solutions and its features can be further leveraged/enhanced to support the business.
- ▶ **Customer Mindset:** The job holder will need to be closer to the customer to better understand their needs, concerns, and put together solutions to resolve their queries.
- ▶ **Risk Awareness:** It is important for the job holder to possess strong risk acumen to understand AML typologies and high risk client types.
- ▶ **Technology Troubleshooting:** The job holder will need to display the ability to assist clients in resolving basic technical issues on self-service platforms.

