



Subsector: Retail Banking

Job Family: Unit Trust Operations

Impact Level

Today, this role is responsible for Unit Trust sales and fund administration, including monitoring and reporting on the fund performance.

High Impact

Consolidated Activities

| | Today | Future |
|---|--|---|
| Subscription/Redemptions | Execution is enabled by digital self-service platforms and is supported by human advisory services. | Advanced Analytics and AI can help recommend Unit Trust offerings to customers with more accuracy, as Advanced Analytics is able to provide insights into the customer's risk appetite and profile. |
| Order input and maintenance | Execution is document intensive and fairly standardised in terms of information required to be collected from customers. | RPA will enable quicker input of information with less administrative errors. APIs will also help to streamline information collection with increasing system connectivity. |
| Monitoring, reporting and reconciliation | Execution is repetitive and time consuming, as it requires ongoing maintenance. | RPA will help to consolidate information for review. AI can assist in monitoring and identifying the role when abnormalities are detected. |
| Risk and return analysis | Task is advisory in nature, as different customers have different expectations and risk thresholds. Execution of task leverages on analytical thinking skills. | Advanced Analytics can help create customer segments with similar expectations. Human judgment will still be necessary to analyse fund details and communicate that information to customers. |

In the next

3-5 years ...

This role will evolve as customer preferences are changing in terms of how they purchase Unit Trust products given the increase in digital channels. It is likely that this role will converge with other product sales roles, increasing the portfolio of products that this role can sell and provide advisory services for.

Skills Differentiators:

- ▶ **Data Interpretation and Analysis:** The job holder will possess skill to draw insights (e.g., customers' preference) from the data and connect it to actionable plans to result in improved selling capabilities.
- ▶ **Advisory:** As this role takes on additional product types, they will play more of an advisory role to their customers. The job holder will display ability to communicate effectively with customers, ensuring that products suit their needs and address the concerns that they have.
- ▶ **Targeted Technical Sales:** The job holder will leverage results from Advanced Analytics to improve customer targeting. This would lead to more sales conversions due to an improved understanding of customer needs.
- ▶ **Lateral Thinking:** The job holder will demonstrate the ability to think out of the box when confronted with new findings, and determine a more holistic approach to making decisions.
- ▶ **Product Awareness:** As this role converges with other product sales roles, in depth understanding across product types will be necessary to ensure a balanced approach to sales.

