

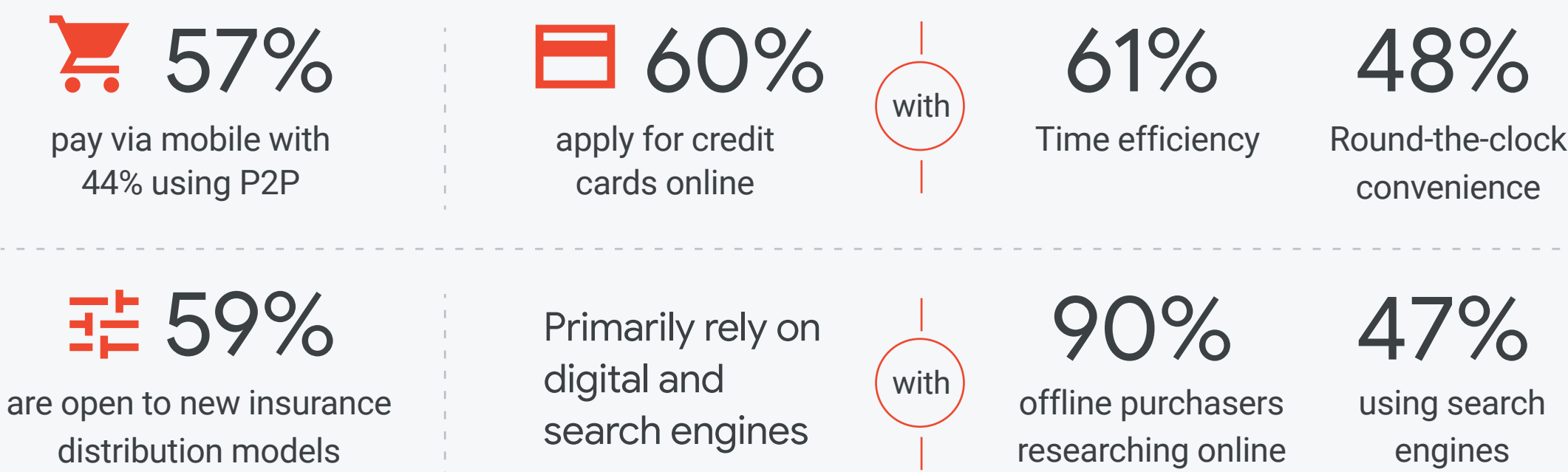
# Smarter Finance in Hong Kong

Consumers want the best of both traditional and digital worlds.

The financial services landscape in Hong Kong is rapidly changing with the rise of innovative fintech and insurtech services and the introduction of virtual banking. But Hong Kong consumers are unique, preferring traditional channels—often inefficient—for some products (mortgages and insurance) and digital for others (mobile P2P payments).

Marketers who can innovate faster, become data-centric, and have the right talents have an ideal opportunity to expand brand equity and create loyalty.

## 01 Hong Kong residents want the best of both worlds ... They embrace digital convenience and are digitally savvy ...



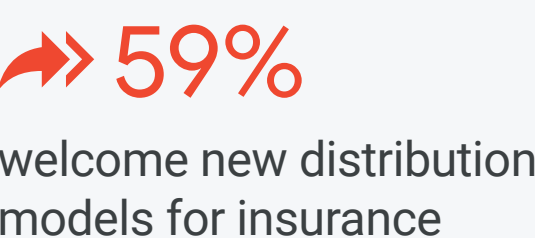
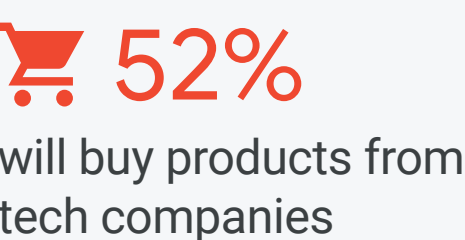
## 02 ... But prefer traditional approaches for some product categories.



## 03 Finance marketers can take advantage of the digital opportunities in three ways.

### 1. Start collaborating through Open Standards and APIs.

Reduce time and costs for launching new products  
Address changing Hong Kong consumer expectations on innovation



### 2. Become data smart and gain deeper insights.

Key technologies finance marketers are considering:

- Machine Learning
- Natural Language Processing

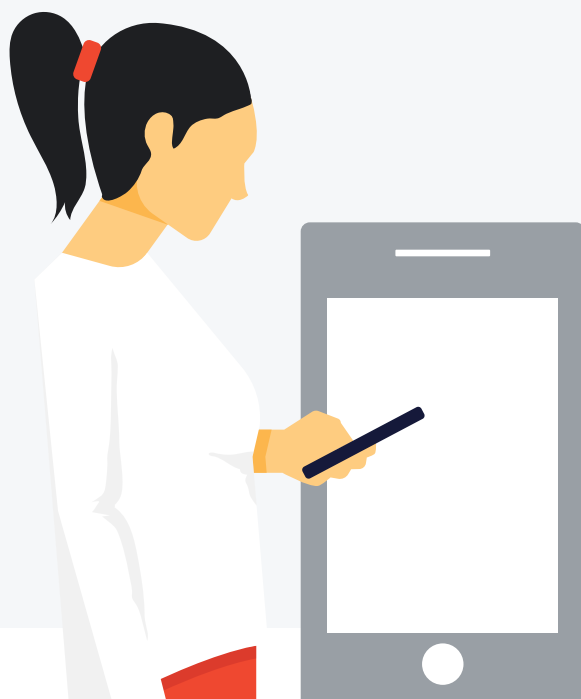
Key Benefits

- Personalize customer service and product recommendations at scale
- Accurately identify fraudulent behaviors
- Conduct real-time credit and risk analysis

### 3. Build an innovation-driven culture.

Ways finance marketers can achieve this:

- Collaborate with fintech and startups
- Create a learning mindset
- Encourage employees to pursue technological aspirations



Source: Google/Ipsos, "Smarter Digital City 2.0 Research," 2018.