

DBS VOCUS generated on 07 Aug '24

Report for 01 Mar '24 - 31 May '24

Products: Investments

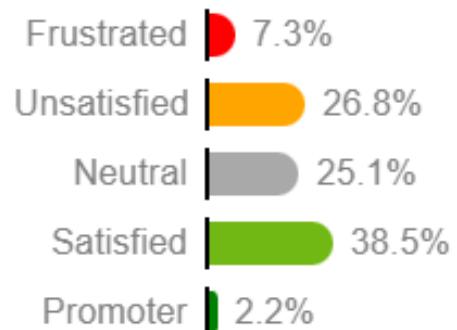
Sources: CSS

**Overall  
Sentiment Score**

**3.1 / 5**

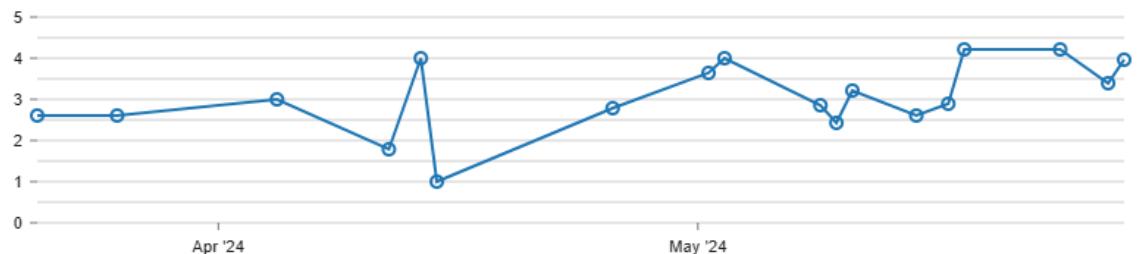
Not Applicable

**Distribution of  
Sentiment**



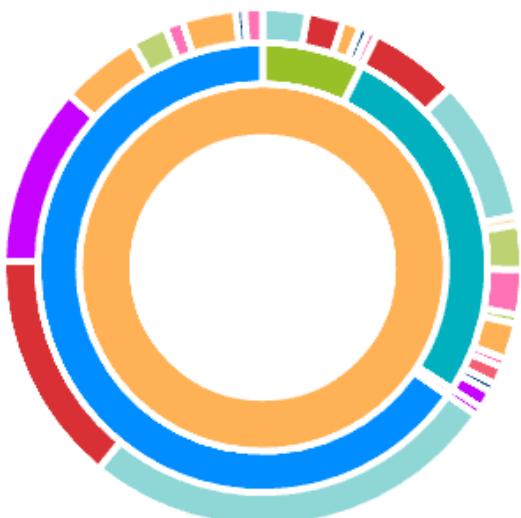
There was an overall sentiment score of 3.1 / 5, which was a NaN% change compared to the same duration from 01 Dec '23 - 01 Mar '24.

**Sentiment Trend for Selected Product(s)**  
across all subcategories



There are 18 VOCUS in this period. The highest sentiment score was a 4.2 on 18 May 24, 24 May 24, and the lowest sentiment score was a 1 on 15 Apr 24.

## Distribution of Categories



Categories	Total Mentions	Avg. Sentiment
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### Investments

Non-Unit Trust/Equities  
Process Related

47

2.8  
★ ★ ★ ★ ☆

### Investments

Non-Unit Trust/Equities  
Technical / System Related

26

2.5  
★ ★ ★ ☆ ☆

### Investments

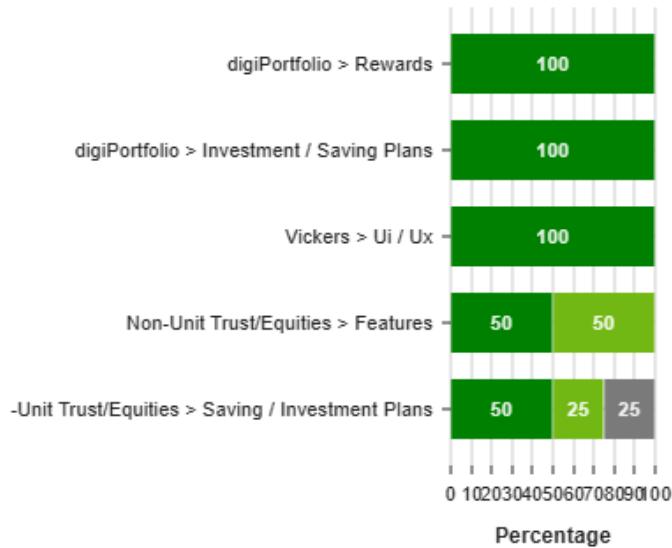
Non-Unit

- -

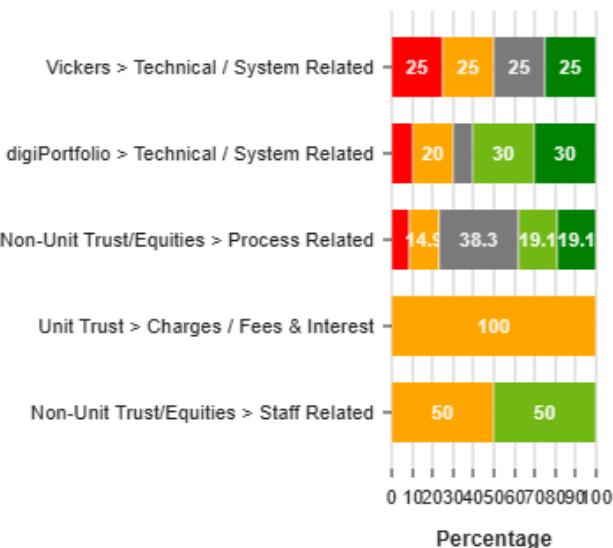
The top 3 most mentioned:

- Non-Unit Trust/Equities | Process Related has 47 total mentions, with an average sentiment score of 2.8.
- Non-Unit Trust/Equities | Technical / System Related has 26 total mentions, with an average sentiment score of 2.5.
- Non-Unit Trust/Equities | Charges / Fees & Interest has 20 total mentions, with an average sentiment score of 2.4.

## Top 5 Positive Categories



## Top 5 Negative Categories



Demonstrates strong support

- 100% promoted about digiPortfolio | Rewards
- 100% promoted about digiPortfolio | Investment / Saving Plans
- 100% promoted about Vickers | Ui / Ux
- 50% promoted and 50% were satisfied about Non-Unit Trust/Equities | Features
- 50% promoted and 25% were satisfied about Non-Unit Trust/Equities | Saving / Investment Plans

## Some examples

- digiPortfolio | Saving / Investment Plans on Invalid Date:

"I was clueless about investing and DBS provided adequate information about how I can invest and the ease of it. So that I can feel assured about making my decision not only to invest but to invest with DBS.

Upon investing, I am able to check on my investment updates and the quality of investments that was done on my behalf, that provides further assurance."

- Non-Unit Trust/Equities | Saving / Investment Plans on 05 Sep '24:

"I find, once navigate around, the app easy to use. I have a very proactive and experienced Relationship Manager, Jonathan Leong."

- Non-Unit Trust/Equities | Saving / Investment Plans on 05 Sep '24:

"Great platform for investment portfolio"

- digiPortfolio | Saving / Investment Plans on 05 Feb '24:

"Easy to buy and add portfolio and check."

- digiPortfolio | Saving / Investment Plans on Invalid Date:

"For me the primary consideration is product performance and that has been satisfactory"

## Areas for improvement

• 25% were frustrated and 25% were unsatisfied about Vickers | Technical / System Related

• 10% were frustrated and 20% were unsatisfied about digiPortfolio | Technical / System Related

• 8.5% were frustrated and 14.9% were unsatisfied about Non-Unit Trust/Equities | Process Related

- 100% were unsatisfied about Unit Trust | Charges / Fees & Interest

- 50% were unsatisfied about Non-Unit Trust/Equities | Staff Related

## Some examples

- digiPortfolio | Technical / System Related on Invalid Date:

"Digiportfolio products performance need lots of improvement. Very disappointing"

- Vickers | Technical / System Related on Invalid Date:

"Unresponsive, certain functions don't seem to work at all, interface involved way too many clicks for a lot of functions (especially investment related)..."

- digiPortfolio | Technical / System Related on Invalid Date:

"Multiple downtime of app"

- Non-Unit Trust/Equities | Technical / System Related on 05 Sep '24:  
"The digibank app cannot login to place any trading requests"

- Non-Unit Trust/Equities | Technical / System Related on 05 Sep '24:  
"Cannot sell my SRS investment via the app"