

# **HSBC interview / meeting**

## **08.07.14**

Mark trasler - Head of Digital development for Premier & wealth management.

Summarised notes:

P.E.R.M.L = The 5 fundamental areas: Protection, Education, Retirement, Managing Wealth & Legacy.

E.D.R.A.S = Engage, Discover, Recommend Act & Service.  
This is the current sales workflow.

Most sophisticated markets for investments: US, UK, Singapore, France, Brazil.

ASP Proposed Roadmap:

Phase 1 - November 2014.

Phase 2 - April 2015.

Yan mark ferk responsible for products & Financial planning

Michael shwiter global head of distribution & wealth.

Simona paravany responsibly for opinion piece, assert management & markets generated.

HK Trasler feedback:

Hugh percentage of users go straight to Trading & Investments screens.

Bunch of different trading services, but a way for people to get to trade screens.

Product related business.

Consumers are thoughtful and careful but don't use HSBC as a research because seen as a trading business.

HSBC is seen as a trading business.

Support really good for access to trading business

HK site not informational more "get me to the product".

Global investments proposition. no thought on public website.

Clear strategy on advice and sorts of advice

Clear product selection process.

Needs flexibility to add new local (country) investment products

5 fundamental areas protection, education, retirement saving & spending, managing wealth, legacy PERML. Structure that goals are based around

PERML is most useful areas to focus on for the site.

Engage discover recommend act service, Sales work flow. EDRAS

nervous of regulation, miss selling/buying. Helpful but careful.

UK wealth management is allied Planning / HK called wealth

HK focused on products.

UK most thoughtful, planning. HK is richest, products.

Move HK towards UK approach, more balance approach with products vs advice

UK is most recent reference market.

Most sophisticated market for investments is US, then Singapore, France, Brazil.

Useful content, advisory content from wealth management, HSBC's view. Highlight, Bring forward.

Video content for HK wealth management investors only?

Format of providing content is a struggle, good content but hard to get it out.

Objectives & risk global minimum to buy products.

HK global tool (2 versions) for Risk profiling, have to log in to use.

Tool, illustrators, demos, needed for Wealth management. Current tool available for RM & Client.

UK & US have global simulator tools.

Financial health check tool is quite good touch point, not in a journey.

Integrating tools into journeys.

Currently 1 tool for each of the global needs PERML.

Good UK competitor balancing products & tools with direct = Hargreaves Lansdown.

Naming "Structured products" (UK) for "Advanced investing" (Global)?

Premier just been relaunched

Wealth management & Premier combination?

Wealth management is horizontal, premier is a vertical product in that.

Premier customers are more digitally engaged.

Premier customers are face-to-face use RM's more engaged.

Wealth platform has 4 parts. Post logon. RMP, SFP strategic financial planning, Wealth dashboard, SRBP strategic retail brokering. Built on global portal. Will be fully global one day.

FX platform in HK is becoming global.

Arrange a meeting for Q's. Whats the positioning for Global wealth?

Arrange HK workshop clearly stating what we want.

Ask in-sites teams, for demographic breakdown across global.