

# DELIVERING ADVICE THAT COUNTS IN INDONESIA

Indonesia must continue to work hard at creating a truly client-centric advisory culture if it realistically expects to help its domestic wealth management industry move to the next level, said panellists at the 3rd annual Hubbis Indonesian Wealth Management Forum 2014 in Jakarta in late October, highlighting key industry themes.

## PANEL MEMBERS

### STEVEN SURYANA

HSBC

### TRI DJOKO SANTOSO

FPSB Indonesia

### VERA MARGARET

Bank CIMB Niaga

### ARIEF WANA

Ashmore Investment Management

One of the obstacles to the further development and maturity of Indonesia's wealth management industry is the ability of wealth managers working in banks and other advisory firms to provide real advice to customers.

This was according to panellists at the 3rd annual Hubbis Indonesian Wealth

### STEVEN SURYANA

HSBC



“ A lot of organisations want to be able to offer a more tailored service, but in reality, winning new clients comes down to hiring advisers with existing books of business ”

Management Forum 2014 in Jakarta, held in late October.

Yet this won't happen overnight, given the need for more front-line staff, along with the need to train them.

Plus, said Vera Margaret, Bank CIMB Niaga's wealth management & private banking product group head, preferred, private, wealth management & consumer liabilities: "A lot of organisations want to offer a more tailored service, but in reality, winning new clients comes down to hiring advisers with existing books of business."

### ACQUIRING CLIENTS

For Ashmore Investment Management, for example, acquiring clients is a key strategy

given the firm is a newcomer to the market. "The way we approach clients has to be tailored services, but referrals are also very important," said head of sales Arief Wana.

He said he sees competition as a good thing – to help the industry become more diverse and open for new players and products.

"Some of the banks who can see these opportunities will be in a better position to acquire clients, rather than selling the same thing," said Wana.

At the same time, it is common within Asian wealth management to see less and less loyalty from customers. They are also changing the way in which they want their bankers to communicate with them, added

**VERA MARGARET**

Bank CIMB Niaga



Steven Suryana, senior vice president and head of wealth management at HSBC in Indonesia.

This is resulting in them visiting branches less and less, he explained.

More activities and interactions online and through digital channels, he added.

Through this approach, it is therefore about focusing on how to can give them solutions and a more tailored service, said Suryana.

From the perspective of Tri Djoko Santoso, chairman of FPSB Indonesia, a tailored service is required, especially as people get older and need estate planning services

**ARIEF WANA**

Ashmore Investment Management



such as trusts, foundations and offshore products.

**IN SEARCH OF A GOOD WEALTH ADVISER**

Panel speakers were consistent in relation to their thoughts about the characteristics of an effective wealth manager.

According to Margaret, this means someone who works based on customer needs – making the role of profiling very important.

Extensive knowledge of products and markets is also very important to give the right advice, she added.

However, she said that there is a lack of advisers who fall into that category.

“We use KPIs which are based on products that need to be sold,” explained Margaret.

That approach, however, comes from the top, said Suryana.

“We changed the way we help customers in fulfilling their needs, focused especially on customer satisfaction.”

**“ Extensive knowledge of products and markets is also very important to give the right advice ”**

**TRI DJOKO SANTOSO**

FPSB Indonesia



The reality is that RMs cannot be experts at everything, he added, so need to be supported by a team of specialists.

For the financial planning community, KPIs are more focused on productivity and persistency, said Santoso, to indicate the quality of the business.

**APPEAL OF THE INDUSTRY**

Training to become a financial adviser in Indonesia is appealing, said speakers, given

that there are a lot of things to explore and learn, especially in relation to servicing the next generation.

In addition, said Wana, the financial industry is perceived as prestigious.

However, he added, he has found that throughout his career – advising people can be dangerous if it is not supported by knowledge. ■