

Banking on the Go

Ranking of mobile banking functions, by categories

	DBS	OCBC	SCB	UOB	AVERAGE
Range of touchpoints	84	90	75	50	75
Enrolment and login	75	63	38	53	57
Account and money management	38	61	55	38	48
Transactional features	56	61	61	49	57
Service features	46	21	20	29	29
Cross-channel	69	69	44	75	64
Marketing and sales	38	3	3	9	13

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Note: Mobile app assessments were conducted between Mar 16, 2015 and Apr 22, 2015