

PROGRAMME FEATURES

- » Access to special lounge and priority service at OCBC Centre South;
- » Access to live stock prices of markets and live charting tools; and
- » Advice from the firm's portfolio managers on investment opportunities.



RAMPING UP: The lounge at OCBC Centre South will be equipped with Internet trading facilities, so as to cater to the needs of these "preferred customers", as the company seeks to attract higher-end customers.

OCBC Securities unveils 'preferred brokerage' service

It is designed to attract clients who have about \$250,000 of assets under management

By LEE SU SHYAN
Companies Correspondent

OCBC Securities is going all out to woo its well-heeled customers by offering a broad range of broking services.

It launched what it termed a "preferred brokerage programme" on Friday, designed to attract those cus-

tomers who already have about \$250,000 of assets under management.

The features include:

- » Access to a special lounge and priority service at OCBC Centre South office at Raffles Place;
- » Access to live stock prices of various markets and live charting tools; and
- » Advice from the firm's portfolio managers on investment opportunities.

OCBC Securities calls it a "first-of-its-kind customer-focused programme".

Its managing director, Mr Hui Yew Ping, said that in a competitive

environment "we hope to differentiate ourselves in the broking industry with this programme".

This is the first time that broking customers are being offered such a range of services and perks, say observers.

These "preferred customers" get to enjoy OCBC Bank's "premier facilities" such as private teller service at certain branches.

The lounge at OCBC Centre South will be equipped with Internet trading facilities.

Customers will be invited to sign up for an OCBC Platinum MasterCard as well.

OCBC Securities said it aims to increase its market share and revenue with such a programme.

Mr Hui, who joined OCBC Securities in February 2005, spoke last year about doing more cross-selling between the brokerage arm and the bank.

He said at the time that OCBC Securities was developing a customer database and aiming for a better understanding of its clients' investment profiles and needs.

It has more than 300 dealers and remisers and accounts for about 10 per cent of daily stock market transactions here.

About a quarter of its revenues come from non-broking businesses, such as margin financing of shares.

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