

UOB and NTUC LearningHub promote social inclusion for people with disabilities with new employee training programme

Launch first multi-sector collaboration for service inclusiveness training for the financial sector

Singapore, 24 April 2019 – United Overseas Bank (UOB) and NTUC LearningHub today launched a training programme for bank employees to open their minds to the everyday challenges faced by people with disabilities. Through the programme, UOB’s employees will have a better understanding of the practical actions they can take to help people with disabilities access banking services more easily.

The *WSQ Demonstrate the Service Vision* programme is the first service inclusiveness training for the financial services sector that was developed through a multi-sector collaboration among the Ministry of Social and Family Development (MSF), NTUC LearningHub, the Disabled People’s Association (DPA) and UOB. The programme also supports the Government’s efforts to improve social inclusion which was highlighted as a priority in the recent Budget.

The full-day training programme comprises classroom learning and role playing. UOB employees will hear first-hand from DPA’s Inclusion Ambassadors¹ on the common issues faced by people with disabilities, such as those who are visually- or hearing-impaired, or have dementia.

Minister of State for Social and Family Development, Mr Sam Tan, attended part of the training programme today and said, “By learning how to interact with and assist persons with special needs and their caregivers, businesses make a statement that they truly care about the unique needs and service experience of all their customers. I hope that more businesses and employers will encourage their staff to strive towards inclusive customer service that serves persons of all abilities well.”

Ms Janet Young, Head of Group Channels and Digitalisation, UOB, said that the service inclusiveness programme will challenge its 900 frontline service employees to be more conscious of how they interact and engage with all customers.

¹ DPA’s Inclusion Ambassadors are members with disabilities who are trained to engage with the public to raise awareness and to promote inclusion of people with disabilities at various outreach events.

“At UOB, we are committed to setting new standards in how we serve our customers. Through service inclusiveness training, our people are guided on what they can do to support the needs of customers with disabilities. For example, many of us take for granted being able to walk into a bank to attend to our banking needs. We do not necessarily have to consider how to get into the branch, how to find information if we cannot see it or how to follow verbal instructions if we cannot hear what is being said to us. Through NTUC LearningHub’s training programme, we break down the customer journey and look for the barriers our people can remove through their own actions,” Ms Young said.

Mr Kwek Kok Kwong, Chief Executive Officer of NTUC LearningHub, said, “NTUC LearningHub is proud to partner UOB and the MSF to co-develop this first-of-its-kind service inclusiveness training programme. This programme is particularly aligned with our desire to promote social inclusion.

“As the Government continues its efforts to raise greater awareness and to provide stronger support in building a more inclusive society, businesses are also encouraged to ensure that all customers, including those with disabilities, have equal access and opportunities to goods and services. UOB is exemplary of a customer-centric organisation that prioritises excellent service for their customers, regardless of their background and abilities. Riding on this successful pilot with UOB, NTUC LearningHub intends to reach out to organisations in other industries and work towards making service inclusivity the norm rather than the exception in Singapore,” Mr Kwek said.

Mr Patrick Tay, Assistant Secretary-General of National Trades Union Congress (NTUC), said, “The Labour Movement is happy to support this joint effort for the financial services industry. This training programme by NTUC LearningHub not only improves the bank’s service quality, but equips workers in the sector with skills and expertise to address different customer needs. I am encouraged that UOB is proactive in sending their staff for continuous training and skills upgrading. The Labour Movement will be glad to support UOB and other exemplary banks to help keep our workers relevant in the industry.”

– Ends –

Appendix – quote from training participant

Ms Heng Siew Pheng, 38, is a Deputy Branch Manager at UOB Tampines Branch. In her role, she helps to manage operations at the branch and assists customers with their banking needs. She has been with the Bank for 15 years.

After she participated in the pilot *WSQ Demonstrate the Service Vision* training programme, she said: “The training opened my mind to the challenges faced by people with disabilities. It helped me to realise that with more awareness and understanding, each one of us can play a part in promoting a more inclusive society. I look forward to putting what I have learnt into practice and to making banking services more accessible for all our customers.”

About United Overseas Bank

United Overseas Bank Limited (UOB) is a leading bank in Asia with a global network of more than 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. Since its incorporation in 1935, UOB has grown organically and through a series of strategic acquisitions. UOB is rated among the world’s top banks: Aa1 by Moody’s and AA- by both Standard & Poor’s and Fitch Rating. In Asia, UOB operates through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, as well as branches and representative offices across the region.

Over more than eight decades, generations of UOB employees have carried through the entrepreneurial spirit, the focus on long-term value creation and an unwavering commitment to do what is right for our customers and our colleagues.

We believe in being a responsible financial services provider and we are committed to making a difference in the lives of our stakeholders and in the communities in which we operate. Just as we are dedicated to helping our customers manage their finances wisely and to grow their businesses, UOB is steadfast in our support of social development, particularly in the areas of art, children and education.

About NTUC LearningHub

NTUC LearningHub was corporatized in 2004 with the vision of transforming the lifelong employability of working people. We work with both corporate and individual clients and provide learning solutions in areas such as Infocomm Technology, Soft Skills & Literacy, Workplace Safety & Health, Security, Human Resources, and Leadership and Service Excellence.

To date, NTUC LearningHub has helped over 21,000 organisations and achieved over 2.3 million training places across more than 500 courses with a pool of over 400 certified trainers. As a Total Learning Solutions provider to organisations, we also forge partnerships and provide a wide range of relevant end-to-end training solutions and work constantly to improve our training quality and delivery.

Visit www.ntuclearninghub.com for more information.



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