

Minister for Manpower Tan See Leng (centre) with UOB's head of group human resources, Mr Dean Tong (at left), and UOB deputy chairman and chief executive officer Wee Ee Cheong at the launch of the bank's Better U Pivot programme on Oct 11. PHOTO: LIANHE ZAOBAO



UOB launches programme for employees to pivot to new roles

Bank also introduces two-year AI and data analytics training with mentorship

Rosalind Ang

UOB employees can transition to new roles within the bank under a new programme that was launched on Oct 11.

Under the Better U Pivot programme, participating employees will be able to switch to jobs in areas such as risk and compliance or sales and customer experience.

The bank will provide up to 500 opportunities over two years for employees in operations and administrative roles.

Participants for the programme

are chosen based on their needs, such as those whose jobs may be impacted by developments like digitalisation or automation enhancements.

Selected employees will undergo 12 months of training, with customised learning paths that include structured on-the-job training and upskilling opportunities, including courses by external parties.

They will also receive close mentorship from designated coaches and hiring managers, who will provide guidance and wellness support as the employees adjust to their new roles.

Better U Pivot was launched at UOB's annual employee festival held on Oct 11 at UOB Plaza 1.

Ms Sherlyn Yong, 28, was among those who joined the pilot of the programme, which took place in 2021.

She joined UOB in 2015 as a customer service assistant and is now an anti-financial crime operations analyst at the bank.

"In the anti-financial crime department, we screen customer profiles on factors such as what their source of wealth is, their investment size and other factors to make sure they suit our business risk appetite," said Ms Yong, who graduated with a diploma in banking and finance from Kaplan in 2018.

She decided to switch roles at

CONTINUOUS LEARNING

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MINISTER FOR MANPOWER
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the bank as she wanted to explore more possibilities for her career growth.

"I also wanted to be able to see more perspectives of the bank and have a better understanding of the bank system," she said.

One of the challenges she faced was transitioning from a customer-facing role to a role at the back-end.

"In my new role, I need to know a customer's profile through documents and not by meeting or having a conversation with the customer in real life," said Ms Yong.

"I went from a highly interactive job to a role with very minimal actual interactions needed. It was a challenge for me as I love having interaction with customers," she said.

"But I enjoy my job now as I'm able to find out more about the customer," she added.

Also launched at the festival was the Artificial Intelligence (AI) and Data Analytics Centre of Excellence (AIDA CoE), a two-year programme which aims to speed up the development of roles including AI professionals and data scientists and engineers for the finance sector.

The programme for graduates who join UOB full-time is a collaboration with the Infocomm Media Development Authority (IMDA) and National University of Singapore (NUS).

Participants will receive certifiable AI skilling, on-the-job training as well as job placement opportunities.

The programme aims to take in 100 university graduates over the next three years, with applications opening from this quarter.

Those who complete the programme will receive the NUS graduate certificate in business analytics practice.

In the first 12 months, participants will join UOB full-time and take part in business-driven AIDA projects, while undergoing training courses and being mentored by senior data practitioners.

In the second year, participants will undergo specialised training within UOB business units. Upon completing the programme, they will be deployed within UOB as data scientists, data engineers or AI and machine learning engineers.

They will receive full pay while they are in the programme and will not have to serve a bond.

The finance sector is being dramatically transformed by technology and AI, said Minister for Manpower Tan See Leng, who spoke at the festival on Oct 11.

"AI-powered chatbots and virtual assistants are already being deployed in customer service and advisory roles. Looking forward, AI will only have greater impact and will revolutionise credit underwriting, investment management and wealth advisory," said Dr Tan.

"The landscape of work is evolving rapidly and we must all prioritise continuous learning and adaptability to be well prepared for the future," he said.

"Whether you are a youth starting your career, a mid-career worker looking at your next step or a senior in your golden years, take charge of your career health," he added.

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