

HR Congress 2015

Staff Retention and Corporate Image Building are Inter-related

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BCT
銀聯集團

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About BCT

About BCT Group

- Founded in 1999, BCT group (“BCT”) comprises two companies: BCT Financial Limited (BCTF) and Bank Consortium Trust Company Limited (BCTC) with over 380 staff
- As at May 2015, assets under administration reached over HK\$130 billion, serving over **1 million member accounts**
- BCT's shareholder group comprises a consortium of eight reputable financial institutions with long history of serving the public in Hong Kong:



- As at 31 December 2014, the total assets and total equity of BCT's shareholder group exceeded HK\$1,700 billion and HK\$167 billion respectively, with a network of more than 300 branches in Hong Kong

Our Business

- BCT is a **major** MPF service provider, and one of the **largest** trust companies in Hong Kong focusing on the provision of pension products and asset servicing solutions for pensions and investment funds
- Act as sponsor and distributor of pension products, to provide **retirement protection** and **investment planning** services, as well as **investor education**
- Provide **trusteeship and administration services** for MPF/ORSO and international pension plans, while protecting investors' interest through our dedication to monitor service providers and ensure regulatory compliance
- BCT's Competitive Edge:



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BCT · Asset Servicing

Why does employer branding matter?



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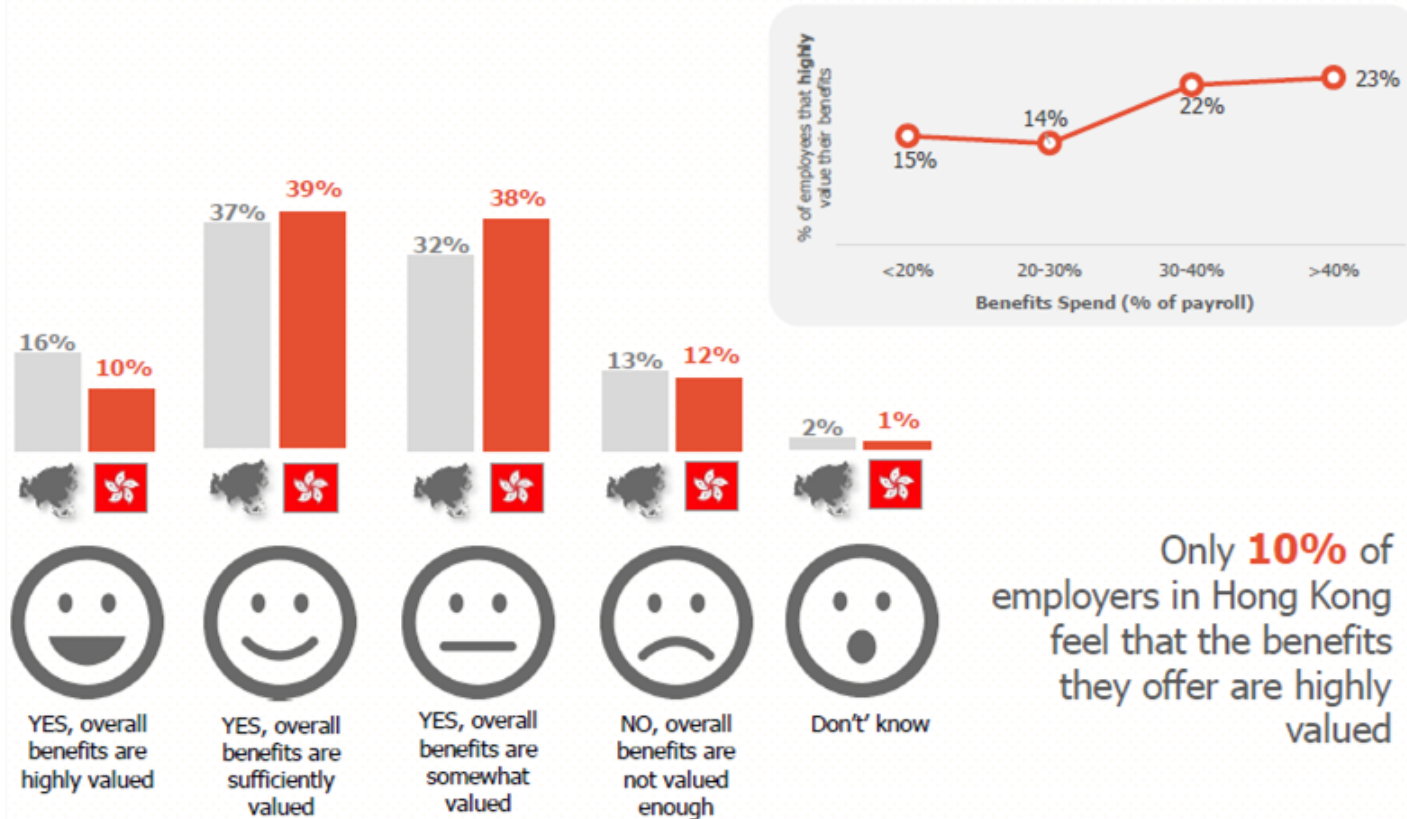
BCT · Asset Servicing

Findings show...

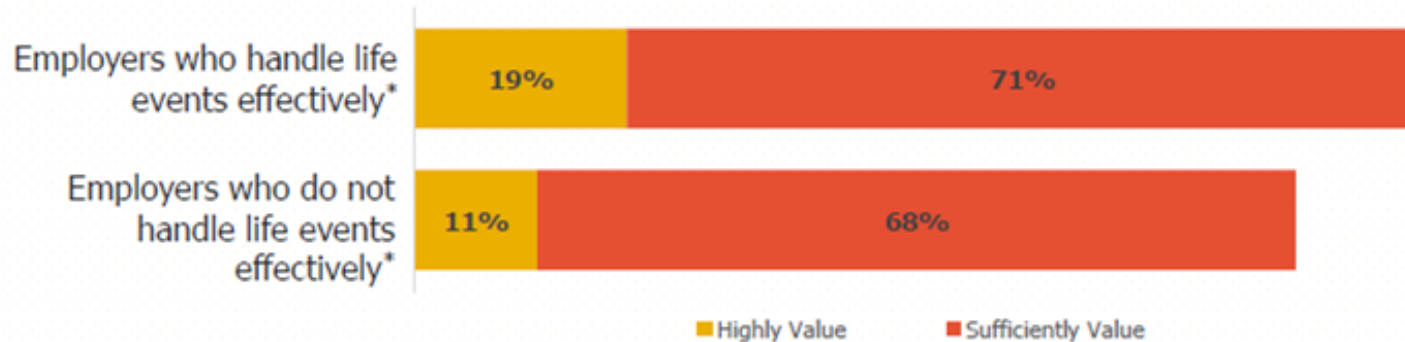
- The new generation want their work to have a **purpose**, to **contribute** something to the world and to be **proud** of their employer
 - ➔ **Employer branding matters!**
- **Work life balance** and **flexible work practices** are of high importance
- Organizations need to communicate the positive aspects of their **employer brand**
 - ➔ **What does the company stand for?**



Costs & Benefits Value Perception



Handling Life Events & Value Perception



Perceived value of benefits **increases by 70%** when employers **handle life events effectively**.*

*AP results

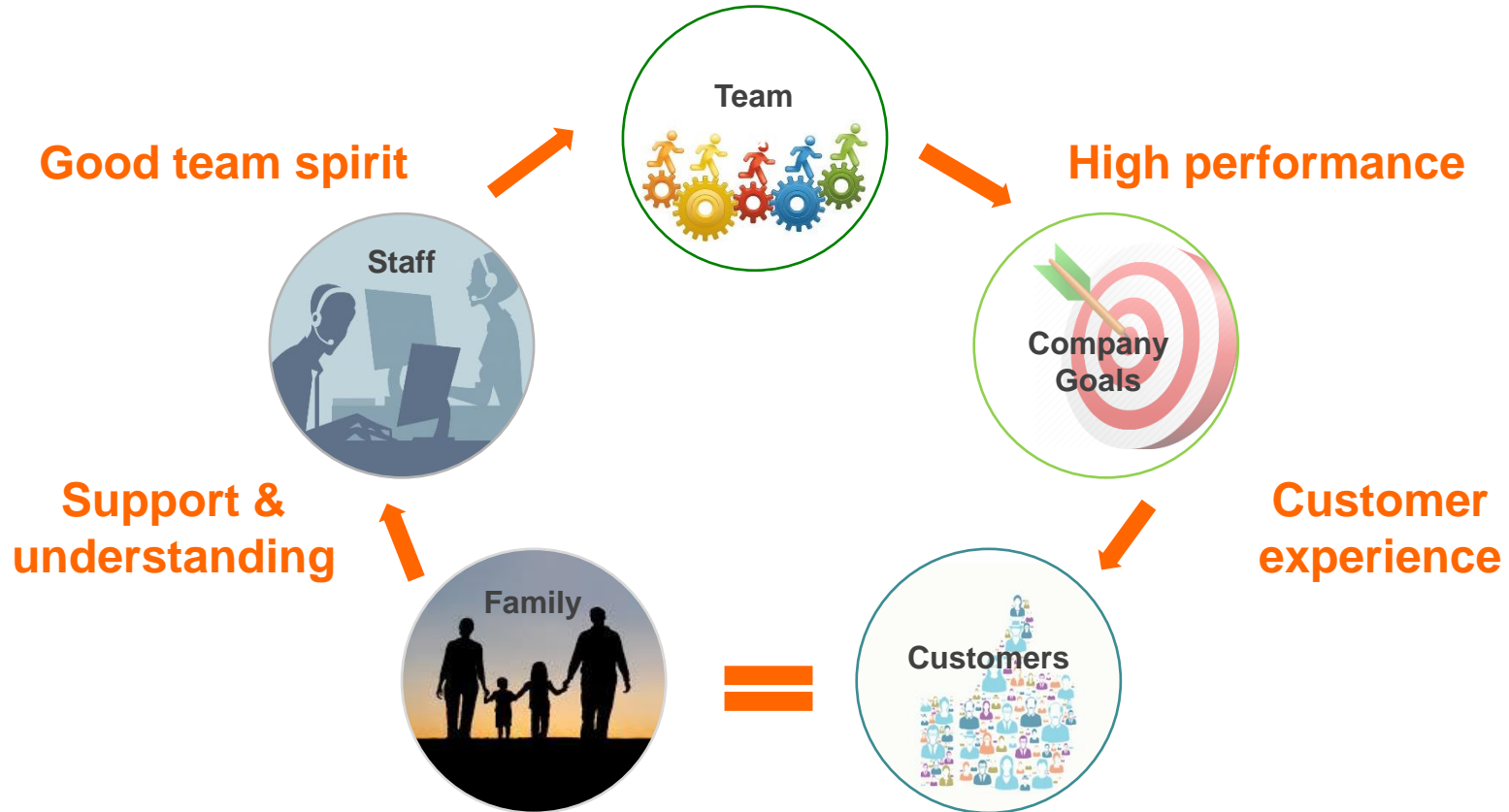


The “Magic” Cycle

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BCT · Asset Servicing

The Magic Cycle – Inter-relation



Staff's family and friends could also be BCT's MPF members

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Building a Happy and High Performance Team

Proud to be a BCTian



Effective individual



BCTians



Effective Team

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Key Elements of Employer Branding & Staff Engagement

BCT engages our colleagues through providing a working environment with

- sound corporate governance (including CSR)
- clear direction to and communication with colleagues
- fairness, trustworthiness, integrity, ethical behaviour
- staff empowerment
- learning and development (i.e. BCT Corporate Academy)
- staff wellness & understanding the generational diversity of workforce



*A
happy
and
high
performance
team*



Our colleagues gain sense of belonging through

- understanding the mission and vision of BCT, agreeing with the cores values of the company and putting them into practice
- feeling motivated, gaining personal growth and job satisfaction
- delivering KPI and business performance

Our Core Values



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Caring for Colleagues

Besides 5-day work week and annual leave...

- Maternity and paternity leave
- Marriage leave
- Flexible leave arrangement for family needs
- New-born baby gift
- Breast feeding facility

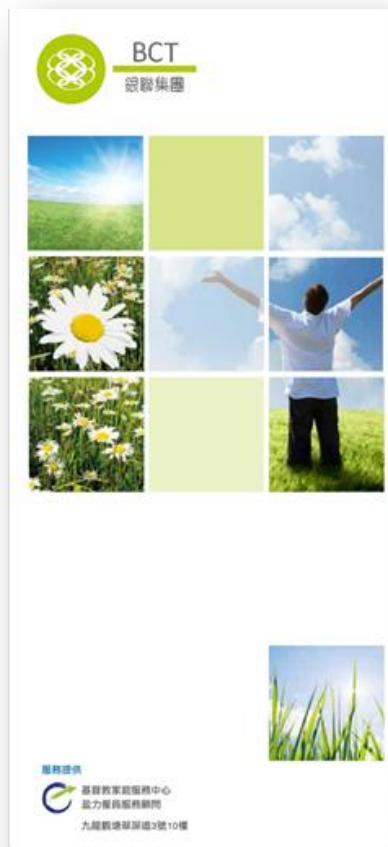
- Birthday leave (+ gift)
- CSR, compensation, compassionate, examination and special leave

- Casual Friday & “no tie” dress code
- Green office practices
- Staff activities

- Well-being programme
- Work-life balance week
- Freebie
- Blood donation
- Ice cream day



Employee Caring Programme



- Staff & immediate family
- 24-hour hotline
- Face-to-face interview
- Clinical psychology service

Events / Interest Classes



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Role Play for Children



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Cooking Class with Family



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CSR

- Corporate Social Responsibility (CSR) is one of BCT's core corporate values
- BCT's CSR Committee, formed since 2003, is run by colleagues with management giving their full support



> 100 programmes
> 2,000 participants –
BCT staff and family

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CSR

Our volunteer team, *BCT Caring Buddies*, has been participating in events co-organised with NGOs in different districts serving the needy.



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Feedback for Enhancement

- Conducted employee opinion survey in 2015 to collect feedback from our 380+ staff
- Top 4 priorities were identified: Customer, **People**, Operation and Technology
- A key driver is **Work life balance**



Let's hear what they have to say



Let's hear what they have to say



Natalie Wong
Assistant Vice-President
(Internal Audit)

Happy Employees Result in High Performance

Customer Service



Mystery Caller Assessment Award
Best-in-class (Finance and Insurance)
Gold Award



Investment Performance

The 2015 MPF Awards

2015 MPF Ratings Gold Rated Scheme
2015 Best Administration Award
2015 Best Member Servicing Award



Lipper Fund Awards 2015 Hong Kong

Best Hong Kong Pension Funds Group in Overall
Best Hong Kong Pension Funds Group in Equity



2014

中小企業最佳拍檔獎

Best SME's Partner Award

Best SME's Partner Award

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Caring Employer



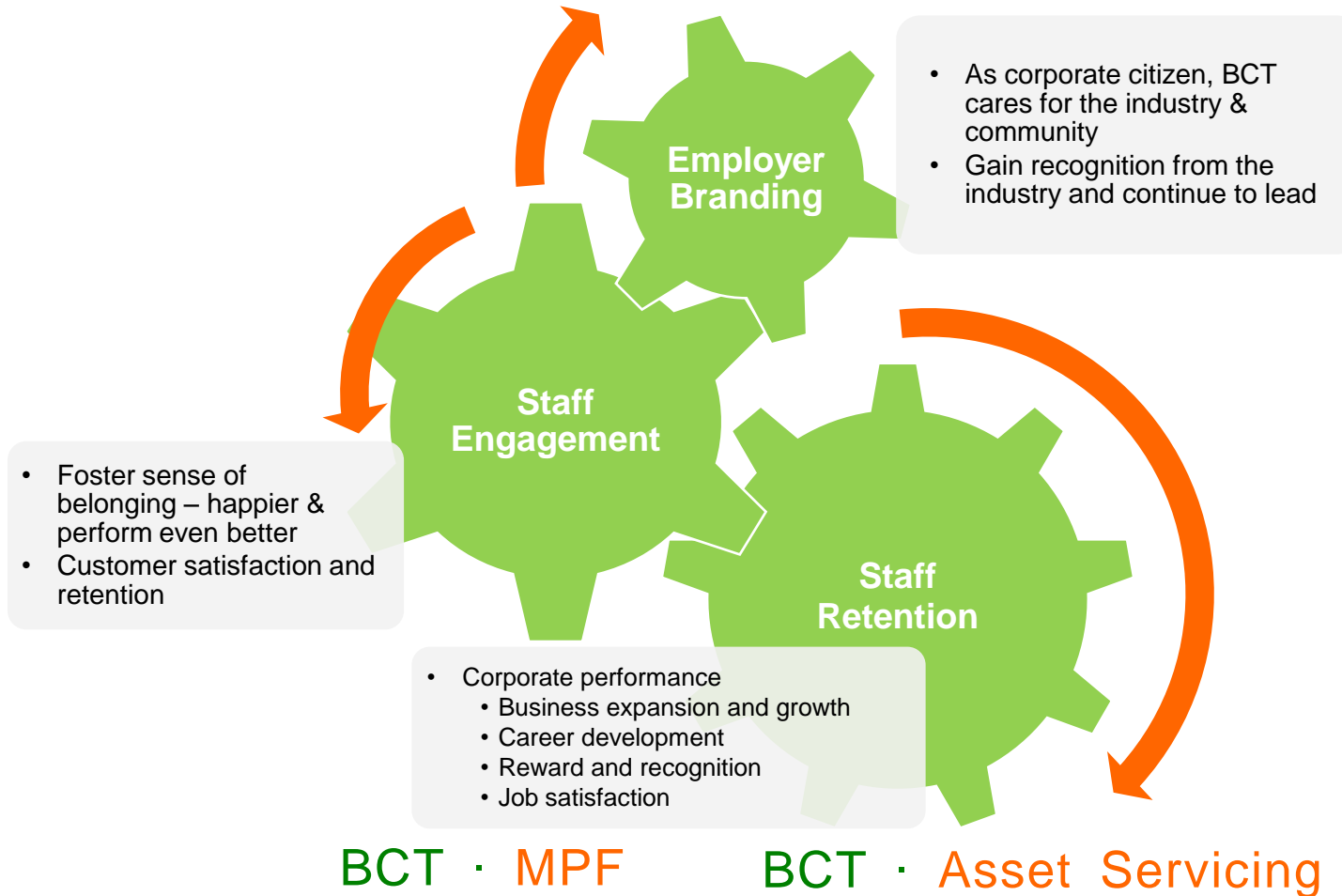
Family-friendly Employers Award



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Employer Branding and Staff Retention Go Hand in Hand



Be a BCTian!

*Be Free to Grow
Be Proud to Shine*



Thank You



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