

Nomination: 18233

GROW with Singlife (Navigator Investment Services Ltd)

Page: General Information
Name of Organization / Company GROW with Singlife (Navigator Investment Services Ltd)
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Web Site Address https://grow.singlife.com/ (https://grow.singlife.com/)
Page: Entry Information
Entry Title GROW with Singlife (Navigator Investment Services Ltd)
Category G01 - G07 - Award for Innovation in Events > G01. Award for Innovation in Business-to-Business Events
Submission Format An Essay of up to 625 Words

Essay

Restoring Trust and Fostering Growth: A B2B Rebuilding Strategy

Inheriting a brand with a poor reputation and a negative Net Promoter Score (NPS) of -21 in 2021 [Slide 2], Navigator Investment Services Ltd's (NIS) new management team needed to regain trust and rebuild relationships with its business network, particularly financial advisers from various firms.

A 2020 CFA Society Singapore survey revealed a lack of transparency among financial advisers in Singapore, with only 17% of consumers expressing optimism about their advisers' openness and honesty (compared with 53% globally and 50% across APAC) [Slide 3]. This further eroded trust in the financial advisory industry, making the task of rebuilding relationships even more challenging.

Meaningful Engagement and Impactful Advice

Driven by our mission to progress the financial advisory industry [Slide 4], we placed our focus on enabling advisers with the insights and tools they needed to offer genuine support to their clients. This approach aimed to not only address the concerns of advisers but also enhance the value they could provide their clients.

The challenge laid in establishing meaningful and differentiated engagements to foster connections with business partners while simultaneously optimising advisers' ability to provide meaningful and impactful advice to clients.

Strategic Engagement: Connecting with Advisors on Multiple Levels

We recognised that rebuilding trust required consistent and meaningful engagement with financial advisers. To achieve this, a series of exclusive offline events were designed [Slides 5-9]:

- **IGNITE:** A quarterly showcase with top speakers and markets updates
- **BLAZE:** Monthly intimate sessions for small groups of advisers to foster closer connections and enable open dialogue on topics beyond finance. One of the popular speakers was a palliative healthcare worker who spoke about death and empathy.
- **CONNECT:** An exclusive closed-door event connecting advisory firm leaders with senior executives from Fund Houses, facilitating exchange in a relaxed setting.
- **FUTURA:** GROW's flagship experiential and education trip under new management, offering unique learning experiences at Stanford University, McKinsey & Company, and BlackRock.

Measurable Impact: Rebuilding Reputation and Driving Growth

These B2B events yielded significant positive results, not only rebuilding brand reputation but also boosting our bottom line [Slides 10-14]:

- Over 25 engagement events were organised, hosting over 500 top financial advisers.
- Feedback was overwhelmingly positive, with 90% of advisers seeing the brand as progressing upwards and 92% wanting to follow the company's progress. Meanwhile, Partnership NPS swung upwards by 18 points year-on-year.
- The number of active advisers on our platform increased by over 25% year-on-year, and 50% reactivated their accounts.
- LinkedIn page, started in January 2023, grew to over 850 followers in 10 months from scratch.
- Year-to-date Net inflow (Jan-Oct 2023) was 3.5 times that of the same period in the last two years combined, building on the foundation of trust had been laid for growth.

Our carefully curated B2B events served as a powerful catalyst for fostering meaningful connections with our target audience of financial advisers. These events provided a unique platform for advisers to gain valuable and relevant insights for their professional development, keeping our brand top-of-mind and establishing our reputation as an industry thought leader.

Our events also provided a much-needed opportunity to connect with advisers on a personal level. By maintaining a consistent presence at these events, we were able to build rapport and trust with advisers, demonstrating our commitment to their success. The direct interaction with advisers allowed us to gather valuable feedback, address their concerns, and incorporate their suggestions into future initiatives.

Each event was carefully designed to achieve specific goals, ensuring that advisers derived maximum value from the experience. This strategic approach contributed significantly to the positive outcomes we observed, including increased brand recognition, enhanced adviser engagement, and a strengthened reputation as a trusted partner in the financial advisory industry.

For this category please provide

An essay of up to 625 words describing the nominated innovation(s) in event conception, development, planning, promotion, and/or execution since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Up to 10 supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on.

Optionally, you may list creative and production credits for your event(s) - a list of the people and organizations that contributed to its development.

Credits

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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