



## PRINCIPAL INVESTMENT & RETIREMENT SERVICES LTD

# Arousing Retirement Readiness

CARMEN LAM, CEO of Principal Investment & Retirement Services Limited speaks on the importance of adding value to retirement planning services offered to a discerning market.

**P** rincipal Hong Kong was established in 1996 for the participation in the launch of Mandatory Provident Fund (MPF) in 2000.

“At Principal, we provide investment and retirement management services, as well as award-winning mutual funds and investment products for both individual and institutional investors. We leverage the global retirement leadership, investment management capabilities, and asset allocation expertise from our parent company – The Principal Financial Group® (“PFG”), which was founded in 1879 in the US. The comprehensive knowledge of retirement services and asset management gives us true edge in the market.” says Carmen Lam, Principal Investment & Retirement Services Limited (PIRS) in Hong Kong.

In response to market demand, Principal is determined to develop its strong distribution network with multiple channels and committed to providing unparalleled customer experience. PIRS focuses on the marketing and distribution of Principal’s pension and mutual funds products, which include a broad line up of unit trust funds and UCITS through brokers, IFAs, banks and insurance companies.

“We keep reviewing our business strategies and stay focused to provide the best service our customers and partners deserve. We believe we will be able to combine the best of our talents into a strong sales, distribution and marketing entity to help us grow our businesses,” she says.



**Carmen Lam: “We strive to meet the expectations of our customers by providing more comprehensive investment and retirement solutions. Our high level initiatives for growth are focused on visibility and simplicity.”**

### Value-Added Service

Hong Kong people have been paying more attention on their personal investment and retirement planning since the launch of MPF. However, there are considerable discrepancies between the expected savings and actual retirement savings. Some members even believe that MPF is their only means of retirement protection and fail to grasp the role that MPF plays in the entire retirement planning exercise.

Principal Hong Kong comes with a new concept on customer service. Apart from the Customer Service Team, they also establish a team to provide tailor-made retirement planning service to their clients. They utilize the experienced service personnel to provide customer service in all aspects.



“In order to benefit our members directly and add value to their retirement planning, a dedicated team called Member Relations Team has been formed to provide personal pension service, solutions and advices to help members manage their MPF accounts and benefits. The team is comprised of experienced retirement and investment professionals, which the average years of experience of management and supervisory is over 10 years. The Member Relations Consultants look after individual members by assessing their risk profiles, evaluating their retirement readiness, answering any MPF-related questions and resolving any issues that our members encountered. PIRS intends to provide quality retirement planning services therefore each member will be taken care of by a dedicated Member Relations Consultant.”

“Our focus and dedication allow us to respond dynamically to market changes and customers’ demands. As The Most Trusted Retirement Planning Specialist, we not only provide a wide range of award-winning pension products, which are managed with sound investment philosophies and deliver consistent investment performance, but also tailor-made retirement consultation services,” says Lam.



## Dedicated Investor Education

Principal understands knowledge gap exists for most of the MPF members. Thus, further enhancing the financial literacy in retirement planning of the general public is important.

“We actively issue different kinds of market reports to update our members and investors with economic insights and market outlook. It is a very positive way to convey the market information and our service commitments to our customers. We conduct client visits regularly. The face-to-face consultation creates active communications, allowing us to better understand our clients’ needs and improve our services. We also host member seminars to introduce our MPF service, share latest MPF information and



provide market outlook to help members understand and manage their investment risks.” she says.”

“We strive to provide members with more tailor-made retirement services. We aim to educate them to identify their retirement readiness by providing them with more information on retirement planning. We would also like to encourage them to join voluntary contribution to accumulate retirement savings to get well-prepared for retirement life. Members may need to diversify their investment and savings to facilitate their planning for a comfortable retirement according to their needs.”

## Enhanced Retirement Planning Tool

“We are able to provide effective risk analysis and flexible asset allocation to the members through the Risk Profile Questionnaire. It serves as an assessment of members’ risk tolerance level,” she adds.

With a wide range of innovative electronic tools, the platform encompasses the Online Principal Retirement Services Centre, Principal Mobile App, e-Newsletters, SMS services, etc. All these tools offer excellent customer experiences of pension accounts management.

“Principal is one of the pioneers in launching mobile app for smartphone users. What makes the app more practical and innovative is its new “Dream Tour” function. It can record users’ customized dreams, daily income and expenses, as well as their MPF account balances to calculate how far they are away from realizing their dreams. The function is

a useful tool for retirement planning as well.”

The Principal Mobile APP won “The Best of MPF App Service Provider” in the “e-brand awards 2014” from e-Zone Magazine. “We have recently enhanced our functionality to add fund-switching capability therefore our members can reallocate their investment portfolio. The initiative proves our commitment to increase convenience for members.”

The screenshot shows the Principal Mobile App interface. At the top, there is a logo for Principal (信安) and a language selector for Chinese (中文). Below the logo is a navigation bar with a character icon and a flag icon. The main content area displays "Your Dream: Travel Around the World" with a play button. Below this, there are two sections: "Personal Treasury" showing a surplus of HK\$ 84,131.00 and a deficit of HK\$ 0.00, and "MPF Portfolio" showing a balance of HK\$ 59,853.16. A bar chart below the MPF Portfolio section shows monthly income and expenditure over 12 months. At the bottom, there is a "Details of MPF Account(s)" link and a copyright notice for 2013 Principal Trust Company (Asia) Limited. A banner at the very bottom reads "Awards and Recognition" with an image of trophies.

“The HKMVC Award has proved that Principal is a reliable partner in retirement planning. It also reflects our dedicated efforts in providing customers with more comprehensive investment and retirement solutions, with products ranging from mutual funds to pension funds.”

“We will stay focused to support our clients to conduct sophisticated and comprehensive retirement planning. We are committed to walking along with our members in different life stages, to build wealth for a comfortable retirement life,” concludes Lam. ■

For additional information please visit [www.principal.com.hk](http://www.principal.com.hk)