

Kasikornbank Offers Online Asset Manager, A First Of Its Kind In Thailand
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BANGKOK, March 6 (Bernama) -- Kasikornbank aims to see at least 100,000 users by year-end for its recently launched K-Expert MyPort, an innovative online asset manager which assists in pooling information on customers' asset portfolio with all financial institutions on a single platform.

It is the first of its kind in Thailand, it said in a statement.

The service provides convenience in financial targeting and savings planning with a monitoring system that enables speedier goal achievement, it said.

Thawee Teerasoontornwong, First Senior Vice President of Kasikornbank, said the bank conducted a survey of 120,000 customers using the K-Expert advisory service over the year and found that most customers possess a variety of assets and utilise financial services at several financial institutions.

Consequently, customers usually find it difficult to retrieve information about all their assets collectively and this makes them unable to fully appreciate a full picture of their overall assets, he said.

Many thereby fail to undertake long-term financial planning, he added.

Kasikornbank expects K-Expert MyPort to reinforce its leadership in the digital banking industry.

The new service can pool customers' complete asset portfolio information from the bank's K-Cyber Service and other financial institutions into a single on-screen display, it said.

These details include deposits, mutual funds, stocks, gold and land holdings, while the mutual funds and stocks can be valued at current market rates automatically, it added.

It said with this service, customers will be able to monitor all their combined assets, in terms of value and types, at one convenient asset management location, making asset comprehension an easier task.

It said adding into this new product is a savings targeting and monitoring tool, while customers can inquire about all financial matters by e-mail from the K-Expert team.

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