

Using technology to drive better outcomes for clients

In an interview with Hubbis, Michele Ferrario, Co-Founder & Chief Executive Officer of the business explains how their business came to be and what it aims to do.



MICHELE FERRARIO
StashAway

STASHAWAY STARTED AS AN IDEA, A SOLUTION to founder Michele Ferrario's problem as a customer of the financial services industry. Unable to find anyone who would help him invest in the way he wanted to, and having successfully led technology-driven businesses in Asia, Ferrario decided he would digitise the financial services industry in Singapore and started StashAway with a veteran financial services professional as his CIO and a technology maverick as his CTO.

As an investor, Ferrario knows it's not an easy decision nor something you do on the spur of the moment. As a result, StashAway believes in engaging with clients across different channels and platforms. Aside from the conventional digital marketing options such as Facebook and search and display advertising on Google, Ferrario says they're trying innovative ways to reach the client.

A four-week long marquee campaign at a downtown station in Singapore and a pop up store at a three-day event at Marina Bay are examples of StashAway's innovative marketing plan. At such events and through regular seminars, the team tries to meet customers face-to-face and offer answers and solutions to their questions and challenges.

StashAway's model is truly digital. Ferrario reveals that the company strives to not only reach customers and help them transact digitally, but to connect customers with product manufacturers directly, ensuring that products are more personalised and sophisticated. He believes that this is the only way to succeed in the long term. ■