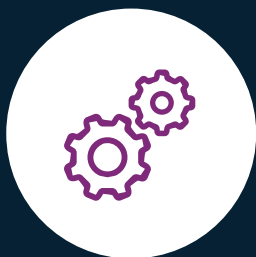




# One-stop Automation For Balanced Scorecard (BSC) Framework

## Key Features

**Automation Of  
Quarterly Sampling  
Of Transactions**



**Generation Of  
Management Reports  
& MAS BSC report**



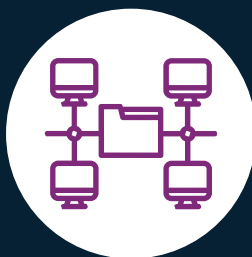
**Segregation of  
Duties Into Numerous  
User Groups**



**Compute SVIs & Withholding  
Amounts For Representatives  
& Supervisors**



**ISAU Work Repository &  
Documentation  
Management**



**Compute BSC grades  
For Representatives  
& Supervisors**



- Calculate specified variable incomes
- Determine corresponding withholding amounts for representatives and supervisors

- Centralised repository for various ISAU duties including:
  - Sampling
  - Appeal
  - Complaint Handling
  - Mystery Shopping Exercises

- Integrate with data sources to collect performance data of representatives and supervisors.
- Calculate Balanced Scorecard (BSC) grades based on predefined criteria

For more information, visit our website at [cynopsis.co](https://cynopsis.co) or send your inquiry to [sales@cynopsis.co](mailto:sales@cynopsis.co)



## What Is Balanced Scorecard (BSC) Framework?

In 2015, MAS BSC framework established a set of standards, audit procedures, as well as penalties and remedial actions applied to representatives of insurance companies and banks who distribute investment products and insurance policies with an investment component, including life insurance plans.

### Infringement Under BSC Framework

**CAT 1**

Most serious, and refer to advisory services that have a material impact on a client's interest.

#### Illustrative Infractions



Recommend unsuitable products for clients



Act of misrepresentation, gross negligence, or serious misconduct



Recommend clients to switch products unnecessarily for his/her own benefits.



Fails to execute client's instructions without valid cause, resulting in the client incurring material losses



Fails to provide or explain information to clients, considering that disclosing of information may cause him/her to lose the deal

**CAT 2**

Other infractions that do not fall under Cat 1.



Receive Rating Based On Category and Number Of Infractions

Receive A Rating Other Than 'A'



Closer supervision, more checks, and a reduction in commissions earned.

### Enforcing The BSC Framework Standards

Insurance companies and banks are required to set up an Independent Sales Unit (ISA) unit to conduct post-sales evaluation on every representative each quarter, using documentation review, sampled client surveys and mystery shopping. This is to ensure a representative:

#### Conducting Documentation Review



Understands A Client's Needs



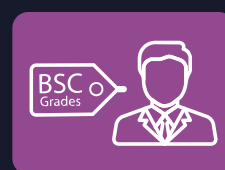
Recommends Suitable Products To Clients



Discloses Adequate Information



Fulfills Standards Of Professionalism & Ethical Conduct



BSC Grades Remains Even If Representative Changes Company

For more information, visit our website at [cynopsis.co](https://cynopsis.co) or send your inquiry to [sales@cynopsis.co](mailto:sales@cynopsis.co)