New services and improvement of electronic communications with clients

OLGA BAZHYNOVA
Head of Client Services, NDU
On 30 September 2019, a new IT platform designed by Percival Software Limited, a British developer and vendor of advanced CSD software solutions, was put into commercial operation:

- Changes in the laws
- Implementation of the European post-trade standards in the Ukrainian securities market
- Possibility for depository institutions to use an alternative software solution
- Market-wide system testing
- Training seminars for market players
- System launch and data migration

**UAH 1.7 trillion ($68 billion)**
Total assets moved from the legacy recordkeeping platform

**2.9 million**
owner accounts
In 2019, Thomas Murray assessed NDU's observance of the CPMI-IOSCO Principles for Financial Market Infrastructures (PFMI), as an important step towards ensuring the transparency and credibility of the systemically important infrastructure element of the Ukrainian market.

In 2020, NDU continues implementing Thomas Murray's recommendations to improve its observance of the PFMI.
>60% of active clients have chosen that channel for communications with the CSD.

All depository institutions operating in Ukraine use the Client Cabinet web-service.

Since 2017, Ukraine's CSD offers its clients the **Client Cabinet**, an advanced, quick, and secure system for remote client services, implemented as a web-based app.

- Issuance of instructions
- Receipt of documents
  
  using a qualified electronic signature and seal (if any); such instructions/documents are legally binding

NDU is working hard to expand the functionalities offered by the Client Cabinet web-service to digitalize all potential transactions.
POSSIBILITIES OFFERED BY THE CLIENT
CABINET WEB-SERVICE

Give instructions to disclose beneficial owners of registered securities

Have access to documents on a 24/7 basis

Deposit a global certificate online

Have access to accounts managed by the issuer / account manager / authorized trustee

+  

Give instructions to execute book-entry securities transfer transactions

Receive information on account transactions and balances

Give instructions to pay income (redemption proceeds) from securities

Give notices to shareholders via Ukraine's depository system

Receive statements of services provided by NDU
WEB-SERVICE "MEETING PORTAL"

Amid the quarantine, Ukraine's CSD offers issuers the following services:

- Notification of shareholders via Ukraine's depository system
- Compiling a list of beneficial owners to be notified of a general meeting, and a list of shareholders entitled to attend the meeting
- Remote services for general meetings
As of the end of April 2020, the CSD, in response to depository institutions' requests, applied to the National Securities and Stock Market Commission (NSSMC) for listing of 12 foreign securities issues in Ukraine, including securities of:

APPLE INC., UNITED STATES DEPARTMENT OF THE TREASURY, etc.
For convenience of our clients, they are able to receive information on the status of any instructions and a statement of services provided by the CSD.
NATIONAL CALL CENTER (IVR) & HELPDESK

**IVR**
- Quick and easy-to-use menu navigation
- Frequently asked questions go first
- Less information in the IVR system
- Service quality assessment
- Opportunity to leave a voice message or feedback
- Quick call transfer to a call center operator

**Helpdesk**
- Support ticket creation
- Availability of a team coordinator responsible for a particular area
- Monitoring of responses and time required to give responses
- Escalation procedure
- Enquiry monitoring

*Internal CRM* is designed to automate business processes to save time when providing services or advice to clients, using an enterprise information system that brings together all information needed for NDU's employee to provide services to a particular client.
Thank you for your attention!

Tel.: +38 044 363-04-01, ext. 7833
E-mail: o_bazhynova@csd.ua