

Specification of Competency Standards for the Retail Banking

Unit of Competency

Retail Banking Service Delivery > 1.1 Delivery of Branch and Account Services

Title	Establish service standards of bank branch counter services
Code	107291L5
Range	Establish service standards for monitoring the delivery of frontline branch services in retail banking including the handling of customer account transactions, explaining product features to them and answering their inquiries regarding retail banking product and services
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Analyse branch counter services Be able to: <ul style="list-style-type: none"> • Analyse customer profiles and their financial needs in order to determine the level of service standards • Analyse existing performance parameters on counter services to ensure standards set are reasonable and achievable 2. Establish standards of counter service delivery Be able to: <ul style="list-style-type: none"> • Establish service standards in handling different kinds of transactions in accordance with unique environment of each individual branch • Review the standards set to ensure they will not hamper efficiency and quality of counter services 3. Demonstrate professionalism Be able to: <ul style="list-style-type: none"> • Develop high standards of service to ensure greatest effort of staff is contributed towards to positive customer experience
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Formulation of service standards on counter services according to the analysis on relevant customer information and existing service level
Remark	