

Specification of Competency Standards for the Retail Banking

Unit of Competency

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

Title	Provide counter services in bank branches
Code	107303L3
Range	Delivery of frontline branch services including the handling of customer account transactions, explaining product features to them and answering their inquiries regarding retail banking product and services
Level	3
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand procedures in counter services <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Understand the bank's guidelines in delivering counter services in order to execute the tasks independently • Understand regulatory requirements related to counter services to prevent breaching of law 2. Carry out transactions upon customers' requests <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Handle requests of customers and carry out transactions accordingly • Carry out transactions in accordance with the bank's standards, procedures and regulatory requirements • Reconcile error transactions following the bank's guidelines and standard procedures 3. Provide advice to customers on using digital banking functions and services of compliment channels <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Provide feedback to customers and provide alternative channels of branch services offering • Offer assistance to customers on how to use digital banking functions on different on-line platforms • Promote services rendered at various channels with an aim to reduce branch traffic, improve service efficiency and provide better customer experience
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Transactions processed over bank branch counter are carried out accurately in accordance with the bank's standards, procedures and external regulatory requirements • Benefits and features of related products or services are explained to customers over counters • Operations procedures, functions, usage, features and advantages of using different digital platforms are well explained to customers
Remark	