Unit of Competency

Retail Banking Service Delivery > 1.4 Delivery of Card Product Related Services

Title	Conduct review on existing card products
Code	107315L5
Range	Conduct review on existing card products by analyzing customer needs in card services. This applies to different kinds of card products in the retail banking sector.
Level	5
Credit	4

Competency	Performance Requirements
	1. Analyse customers' needs
	     Be able to:
	• Identify changes in customers needs through analyzing information related to their spending pattern by utilizing the bank's database
	2. Evaluate existing cards products
	     Be able to:
	• Evaluate effectiveness of existing card products by analyzing changes on consumption on existing card products
	• Identify gaps in existing card products in fulfilling customer's requirements by analyzing the needs of customers and effectiveness of existing card products
	3. Evaluate opinions from customers
	     Be able to:
	• Evaluate customers enquiries, compliant data base and other relevant records to identify problems in existing card products and services
	• Design an evaluation plan to survey customers about their satisfaction on existing card products

Assessment Criteria	The integral outcome requirements of this UoC are: • Evaluation of performance of existing cards products by analyzing different information such as customer opinions and current consumption, etc. • Identification of gaps in existing card products by analyzing different information such as customer opinions and changes in customer needs, etc.
Remark	