Specification of Competency Standards for the Retail Banking Unit of Competency

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

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 existing cards products a lednify gaps in existing card products by analyzing changes on consumption of existing card products Identify gaps in existing card products by analyzing changes on consumption of existing card products 3. Evaluate opinions from customers Be able to: Evaluate opinions from customers Be able to: Evaluate opinions from customers 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 card products by analyzing different information such as customer opinions and current consumption, etc.	Title	Conduct review on existing card products
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