

## Specification of Competency Standards for the Retail Banking

### Unit of Competency

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

Title	Recruit credit card merchant members
Code	107316L5
Range	Source for potential merchant members and set up cooperation with them. This applies to merchant of different categorizes and business volume.
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>Analyse needs in recruiting new credit card merchant members Be able to: <ul style="list-style-type: none"> <li>Analyse the profiles of existing credit card merchant members to identify needs in recruiting new members for providing better service to credit card customers</li> <li>Analyse market environment and consumption pattern of consumers in order to identify needs in recruiting new members</li> <li>Analyse credit card services of competitors for evaluating the existing repertoire of credit cards merchant members</li> </ul> </li> <li>Design plan to recruit card product merchant members Be able to: <ul style="list-style-type: none"> <li>Identify potential merchant customers based on needs of the bank in recruiting new merchant members</li> <li>Secure card product merchant accounts by designing different kinds of relationship building activities according to the profiles of merchants which the bank would like to attract</li> </ul> </li> <li>Formulate terms and conditions for newly recruited card product merchant members Be able to: <ul style="list-style-type: none"> <li>Design terms and conditions for newly recruited card product merchant customers based on their contribution, business nature and special needs</li> <li>Review and update terms and conditions to ensure compliance with internal standards and / or external regulatory requirements</li> <li>Set service quality standards as requirement in setting up cooperation relationships with merchant members</li> <li>Design terms on logistic support on sales and services as well as other supporting activities (e.g. accounts set-up) to merchant members according to their needs</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>Plan on recruiting new merchant members by analyzing the needs of the bank and the profiles of target merchants</li> <li>Formulation of terms and conditions for cooperation with merchant members according to the analysis on their needs and regulatory requirements, etc.</li> </ul>
Remark	