

Specification of Competency Standards for the Retail Banking

Unit of Competency

Retail Banking Service Delivery > 1.5 Delivery of Services in Other Channels (e.g. e-banking, digital banking, ATM and call centre)

Title	Develop strategies, policies and processes for the services of digital banking channels
Code	107320L6
Range	Establish strategies, policies and processes for all business and operational functions of the bank; where unique needs of different functions are well addressed
Level	6
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess proficient knowledge and skills in the subject area and put them into practice Be able to: <ul style="list-style-type: none"> • Keep track of the digital banking development and financial technology utilization trend in financial service industries; review current practices of the bank and propose enhancement measures accordingly • Formulate general banking management solutions and digital channels or eCommerce products by utilizing updated development including forefront technology, products and services development trend, etc. in digital banking channel • Manage data mapping function and compile requirements definition for new initiatives 2. Analyse business needs of digital banking call centre Be able to: <ul style="list-style-type: none"> • Create business and system requirements by participating in cross-functional team environment that address competitive differentiation, client usability, revenue generation, fulfilment and overall customer needs • Lead key parties to clarify and determine roles and responsibilities; Set goals and coordinate communication between technology and business partners to provide clarification and expectations for scope and requirements where needed • Analyse business, product and service strategies of the bank in order to design the approaches and services provided by digital banking channel 3. Formulate strategies, policies and processes for digital banking services with an aim to provide excellent customer experience Be able to: <ul style="list-style-type: none"> • Design services strategies for digital banking to align with the overall business plan of the bank while improve overall efficiency • Formulate policies on digital banking services in order to achieve sales and service delivery goals in alignment with the bank's strategy • Develop processes and procedures for delivery of quality digital banking services in an efficient manner • Develop and execute User Acceptance plans before policy, process, product and service launch as well as to define people, resources and procedural changes
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Strategies, policies and processes of digital banking are devised after analyzing the business strategies of the bank and relevant customer information • Communication with all stakeholders are effective and adequate so that they are well prepared to take part and support in the new initiatives driven by digital banking
Remark	