

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	Oversee call center service delivery
Code	107326L4
Range	Manage the delivery of retail banking services including but not limiting to the handling of customer complaints, collecting customer feedback and performing proactive out-going product and service sales phone calls via call centre of the bank
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Monitor services quality of call center <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Provide appropriate staffing of call centre to ensure there is enough manpower to provide quality service to customers • Enforce service standards of call centre to all staff in call centre • Supervise, educate and review performance of call centre personnel to ensure the established service standards are followed • Study trends of customer enquiries, complaints and feedback on the bank's products and services in order to adjust existing operations procedures • Coordinate with IT departments or other relevant business units to enhance systems of call center 2. Handle difficult questions from customers <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Understand customer's request and satisfy customers' additional demand after seeking permission from relevant authority • Handle customer's complaints and resolve their grievances 3. Manage cross selling activities in call centre <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Set appropriate sales or other business targets on promotional items of products and services to call centre staff • Train and guide call centre staff to link features of promotional items of products and services with specific customer needs • Monitor sales activities to ensure all are in compliance with the bank's standards, procedures and regulatory requirements
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Quality of services of call center is continuously enhanced and improved in accordance with customers' enquiries, complaints and feedback • Call center staff meet the sales targets and service standards
Remark	