

Specification of Competency Standards for the Retail Banking

Unit of Competency

Product Development and Brand Marketing > 6.1 Market Research and Business Intelligence

Title	Operate knowledge systems to input and retrieve information
Code	107456L4
Range	Operate different knowledge systems in the bank. This applies to input, search and retrieve different kinds of information which can facilitate the various functions of the bank
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the operation of knowledge management system Be able to: <ul style="list-style-type: none"> • Understand the functions of various knowledge management systems in order to operate the systems independently • Understand the objectives of each individual research so as to capture the knowledge and record the data in an appropriate way 2. Record and maintain up-to-date market information Be able to: <ul style="list-style-type: none"> • Record information about competitor activities and market conditions according to instructions, data types and applications of the information, etc. • Organise and document research on competitive threats and related industry news according to the bank's practices • Organise, manage and update the different files to ensure useful information for product design team such as customer requirements • Retain past recommendations and purchase records for monitoring the implementation of recommended actions and reviewing suitability of new product proposal regularly 3. Retrieve necessary information from database upon request Be able to: <ul style="list-style-type: none"> • Generate reports on the tracking of customer segments, products, and campaigns' performance, etc. for providing critical information on business intelligence according to different needs in information
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Recording information of different kinds and from different sources in database systems accurately according to the instructions, data types and applications of the information • Retrieval of information from database systems according to the needs of the specific projects / operations / users
Remark	