Unit of Competency

Product Development and Brand Marketing > 6.3 Product Development

Title	Identify business requirements to develop functional and process design by employing innovative technology
Code	107464L6
Range	Develop, revise, and implement all enhanced retail banking functional and process design and their corresponding procedures for the bank
Level	6
Credit	4
Competency	Performance Requirements 1. Use data and analytics to support functional and process design 　　Be able to: • Is knowledgeable in the methodologies of data analytics in work process design • Utilize data and analytics to identify opportunities to introduce efficiencies and new prospects for functional and process design • Provide centralized support and assistance to branches and various business and operations units of the bank on a variety of functional and process design issues. • Support escalated business and operational task, projects and bank-wide process issues 2. Review and recommend changes 　　Be able to: • Review and analyse existing functional and process practices and recommend changes to determine best practices and policies • Develop, revise, and maintain the functional and process design and their corresponding procedures for the bank 3. Develop reporting and revamplong ranged business and process design in professional manner 　　Be able to: • Develop standard reporting related to customer activities, business models, services and analyse pricing changes and potential impact to the current client base; hence to propose functional and process design • Produce functional and process designs that conforms to the bank's standards and meet regulatory requirements as well as the customers' needs • Ensure the measurement data are processed accurately and precisely • Plan and evaluate how technological data are used in business process, including the use of key metrics and performance indicators so as to revamp business and process design
Assessment Criteria	The integral outcome requirements of this UoC are: • Adapt to process standards and guidelines while being proactive with process improvement recommendations • Conduct data analysis and drive rapid experimentation in incremental and breakthrough solutions to enhance the bank's business models and process design; hence to deliver quality products and services to meet customer needs
Remark	