

Specification of Competency Standards for the Retail Banking

Unit of Competency

Product Development and Brand Marketing > 6.3 Product Development

Title	Evaluate existing digital banking functions, report and propose improvement measures
Code	107467L5
Range	Evaluate all aspects of technology product or platform throughout its lifecycle, including customer insights and needs, and requirements definition to recommend improvement areas
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Conduct digital banking related research and uncover customer needs Be able to: <ul style="list-style-type: none"> Assess digital banking development in the industry and master the knowledge in conducting research in evaluating product effectiveness Manage analytic team deliverables to ensure timely delivery of digital banking functions and campaign analysis Identify opportunities and uncover untapped needs through customer research and interaction data Perform analysis and report on existing digital banking functions Be able to: <ul style="list-style-type: none"> Maintain a robust reporting infrastructure which includes reporting of digital, on-line and mobile usage and functional metrics with details and insights analysis on performance Conduct analysis to identify areas of opportunity to increase digital, on-line and mobile engagement Propose improvement opportunities and implement solutions for enhancing customer experience Be able to: <ul style="list-style-type: none"> Use customer experience insights and agile methodology to review existing digital banking functions and provide recommendations on future products, services and processes design Partner with product development, business development, operations and risk management experts to define and implement solutions that enhance customer values Partner with marketing strategy team to provide digital behaviour analytics data to offer digital banking functions development opportunities Conduct analysis on customers' interests and integrate their interests while designing improvement solutions
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> Identify opportunities and uncover untapped needs through effective customer research and interaction data Define and implement smart solutions in digital banking functions that enhance customer values
Remark	