

## Specification of Competency Standards for the Retail Banking

### Unit of Competency

#### Quality Management > 7.2 Quality Assurance on Retail Banking Sales and Service Delivery

Title	Develop and enforce performance standards in customer service
Code	107501L5
Range	Develop and enforce performance standards in customer service. This applies to different kinds of customer services regardless of the customer segments
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Analyse needs in quality requirement of customer service Be able to: <ul style="list-style-type: none"> <li>• Analyse voice of customers and identify customer's requirements on bank's services</li> <li>• Analyse performance data; chart against defined standards and parameters to identify areas which warrant quality control</li> </ul> </li> <li>2. Develop quality standards to maintain a high quality customer services Be able to: <ul style="list-style-type: none"> <li>• Formulate objectives for quality assurance on customer services</li> <li>• Incorporate total quality management practices into the daily work of customer services</li> <li>• Develop quality standards in customer service after analysis the operations, requirements and needs of different business and operation units</li> </ul> </li> <li>3. Educate staff on quality management Be able to: <ul style="list-style-type: none"> <li>• Develop activities to promote awareness of the bank's service commitment</li> <li>• Develop staff training programmes to promote awareness on quality policies and programs</li> <li>• Identify relevant quality-related training needs for bank employees</li> <li>• Improve service quality of staff through training and other means to ensure consistent service delivery</li> </ul> </li> <li>4. Develop programs to promote a quality culture Be able to: <ul style="list-style-type: none"> <li>• Develop service recognition programs (e.g. incentive scheme, quality service awards)</li> <li>• Develop service campaigns to deepen customer relationships and maximise business opportunities</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Formulation of performance standards in customer service which are based on analysis on customer's requirements, performance, operations, requirements and needs of different units</li> <li>• Formulation of activities to promote the performance standards / quality culture to related staff. The activities should be tailored to the different training needs of employees</li> </ul>
Remark	