Specification of Competency Standards for the Retail Banking

Unit of Competency

Quality Management > 7.4 Customer Experience Management

Title	Identify measures to improve customer experience
Code	107507L5
Range	Identify measures to improve customer experience. This applies to different kinds of operations and customer regardless of the segments which they belong to
Level	5
Credit	4
Competency	Performance Requirements 1. Identify high risk areas in existing customer experience cycle 　　Be able to: • Identify areas of high risk and assess risk factors in all aspects of retail banking operations which can affect customer experience • Review areas of risk and investigate identified issues to identify root causes of the problems • Analyse root causes of negative customer responses and proactively identify methods to address them and improve service delivery processes 2. Develop measures to improve customer experience 　　Be able to: • Identify high impact attributes which bring delights (exceptional values) to the customers of the bank and formulate corresponding measures • Liaise with different parties to modify processes and procedures in relevant areas such as IT systems and operations to develop measures such as shortening turnaround time and upgrading service levels which can bring more benefits to customers 3. Ensure compliance with related standards and regulations 　　Be able to: • Evaluate customer service guidelines to prevent violations • Conduct compliance check to ensure changes are complied with the bank's policy, audit and regulatory requirements
Assessment Criteria	The integral outcome requirements of this UoC are: • Suggestions of measures to tackle high risk areas identified. The suggestions should be based on analysis on high risks areas identified, customer requirements, regulation, and the results of the compliance check. etc.
Remark	