

Specification of Competency Standards for the Retail Banking

Unit of Competency

Quality Management > 7.4 Customer Experience Management

Title	Develop procedures and guidelines for feedback management
Code	107508L5
Range	Handle and analyse feedback received from different parties. This refers to feedback regarding different aspects of the bank's business and operations
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Develop procedures and guidelines in handling feedback Be able to: <ul style="list-style-type: none"> Analyse types of feedback and the effects on the bank's image in order to develop appropriate approach to handle the feedback Develop procedures and guidelines in handling feedback received from external parties, such as customer relationship management and customer complaint management processes Develop education initiatives to train staff in handling feedback Be able to: <ul style="list-style-type: none"> Analyse the functions and operations of different units to identify the training needs in handling feedback Establish a comprehensive database of customer feedback and the appropriate ways in handling Design learning solutions to develop expertise and professional skills in handling verbal and written complaints in order to ensure prompt response and effective service recovery actions are taken Develop guidelines in complaint handling with respect to quality and technical issues Design response to feedback which have huge impacts on the bank's image Be able to: <ul style="list-style-type: none"> Provide pro-active and responsive service to handle customers' grievances on large-scale incidents and resolving them quickly to the customer's satisfaction Manage open criticism from media, regulatory bodies, pressure groups, etc. and minimize any risks in operation, reputation and / or public relations
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> Provision of procedures and guidelines in handling feedback after analyzing the impacts of feedback on the bank's images Provision of relevant materials or activities (e.g. procedures, guidelines and training etc.) to assist staff in handling complaints after analyzing their training needs in handling feedback Handling negative feedback which may have big impacts on the bank's image
Remark	