

Specification of Competency Standards for the Retail Banking

Unit of Competency

Quality Management > 7.4 Customer Experience Management

Title	Conduct research on digital and non-digital customer experience
Code	107509L5
Range	Evaluate the level of service quality and customer satisfaction level at the bank and recommend ways of improving service quality to management
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Planning and implement digital customer experience research Be able to: <ul style="list-style-type: none"> • Assess the digital banking development in the industry and possess comprehensive knowledge in designing digital customer experience research • Set research objectives and define clearly the customer experience problem statements • Construct a research plan to help align the bank's service delivery models and technology investment with customers pressing needs • Examine how the bank goes about the marketing of the bank services and determine how customers service influence customers retention rates • Analyse the needs and behaviours of customers at different service channels and fill in the experience gaps identified by offering solutions to tie in with customer needs in a disciplined manner 2. Deliver improved measures and promote new features Be able to: <ul style="list-style-type: none"> • Develop improved measures and educate customers to use mobile functionality to strengthen product origination process • Lead financial technology experts to develop improved measures which allow real-time processing in different channels to ensure that customers are instantly able to view account updates and use digital banking functions on-line more effectively; and bank staff can tailor product offerings to customer needs in real time in order to bring about significant improvements in customer experience 3. Develop long term strategies and road map for continuous customer digital experiences Be able to: <ul style="list-style-type: none"> • Develop strategies in responding to customers and tailor the customer experience to individual needs through an integrated channel experience and real-time processing • Develop strategies, road map, and practice for improving the customer digital and non-digital experiences based on research findings Update reports and reviews periodically for continued relevance and accuracy • Manage customer data in a scientific and objective manner professionally; maintain security and confidentiality and based on that to formulate long term strategies and road map for customer experience enhancement
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Conduct research on customer experience periodically including branch, phone banking, ATM, internet, mobile and other digital channels; and based on the findings to develop strategies, road map, and practices for improvement • Update and review with continuous effort to ensure relevance and accuracy from time to time
Remark	