

Specification of Competency Standards for the Retail Banking

Unit of Competency

Sales and Relationship Management > 8.1 Sales Strategy & Implementation Plan Formulation

Title	Develop guidelines in supporting online sales distribution and advisory platforms
Code	107515L5
Range	Develop comprehensive guidelines in supporting on-line distribution and advisory platforms of the bank which follow the guidance published by regulatory bodies. e.g. HKMA and SFC
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Knows what information customers need hence to provide comprehensive investment information to customers <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Possess in-depth knowledge of managing customer required information hence to provide constructive data to arouse their interest • Leverage unique global insights on wealth management derived from the bank's indepth research to provide useful information to potential customers • Structure a compressive guidelines development plan to ensure the right tools and information is available at all online distribution and advisory platforms to help customers connect their portfolio to appropriate investment opportunities 2. Provide investment documentation and offer personal financial needs analysis interview to customers <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Provide comprehensive documentation - including risks, charges, fees, and other disclosures at all digital distribution and advisory platforms of the bank • Provide accesses at all distribution and advisory platforms for customers' submission of online request of custom asset allocation strategy interview with the bank's professional advisors • Follow up customers' request to gain thorough understanding of their your risk tolerance, financial goals, liquidity needs and other relevant factors 3. Develop guidelines on client on-boarding, AML and suitability requirements for online distribution and advisory platforms <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Lead co-workers to demonstrate desired values and behaviours of the bank and high standards of ethics and integrity by being honestly and thoroughly checking customers' accounts and transactions • Consolidate and update investment guidance by publishing certainty around client on-boarding processes and ongoing AML and suitability requirements for online platforms • Develop guidelines on suggested pro-forma "Investor Risk Profiling Questionnaire", "guidance on non-face-to-face on-boarding", "guidance on execution only transactions" and prescriptive guidance on good and poor practice in relation to automated adviser tools and digital platforms • Provide clear guidance to address KYC and customer suitability at all online distribution and advisory platforms • Take steps to ensure that all related staff members contribute their greatest effort in protecting and safeguarding customer information when reviewing their accounts and transactions

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Assessment Criteria	The integral outcome requirements of this UoC are: <ul style="list-style-type: none">• Develop guidelines in supporting e-platforms of the bank which follow the guidance issued by the regulators to provide certainty around client on-boarding processes and ongoing AML and suitability requirements
Remark	