

Specification of Competency Standards for the Retail Banking

**Unit of Competency**

**Sales and Relationship Management > 8.5 Customer Relationship Development**

Title	Develop programs or activities to maintain and intensify customer relationship
Code	107541L5
Range	Develop different public relations or marketing programs for a specific business area at various market segments to promote customer loyalty
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>Evaluate customer data for the purpose of designing customized activities Be able to: <ul style="list-style-type: none"> <li>Evaluate real time customer information for both marketing and service, along with detailed service center management operations reporting in order to design suitable programs</li> <li>Analyse information about the customer' buying habits, utilization of banking services or demographics to accomplish targeted marketing</li> <li>Evaluate the findings of targeted marketing analysis to market the right products to the right customers</li> </ul> </li> <li>Develop different programs or activities to interact with customers based on the preference of different market segments Be able to: <ul style="list-style-type: none"> <li>Establish different communication channels to provide customers accesses to bank product or activity information and provide feedback</li> <li>Develop and implement loyalty programs to engender and enhance customer loyalty</li> <li>Manage and coordinate non-sales events / activities to strengthen customer relationship</li> <li>Design customer interaction processes in the service delivery flow to ensure individual relationship with customer is established</li> </ul> </li> <li>Design measures on programme evaluation Be able to: <ul style="list-style-type: none"> <li>Develop evaluation metric and performance standards for the programs by utilizing specialized skills in performance measurement</li> <li>Select suitable tracking and monitoring methods to evaluate the performance of the programs</li> <li>Design mechanism in analyzing and reporting the evaluation on programs effectiveness which include bottom-line figures, customer perception, costs, participation rates etc.</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>Design of programs or activities together with the evaluation mechanism on enhancing customer loyalty to the bank. The design of programs is based on the analysis on the target customers and expertise in designing loyalty programs or activities</li> </ul>
Remark	