

# Specification of Competency Standards for the Retail Banking

## Unit of Competency

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

Title	Develop cross-border customer relationship through provision of market update information
Code	107543L5
Range	Master updated market information of different investment and insurance products of all asset classes; understand their limitation and regulatory requirements to tie-in with various financial need sand risk appetite of cross border customers
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>Understand Cross-border customers' needs           <p>Be able to:</p> <ul style="list-style-type: none"> <li>Building customers' trust and loyalty by proactively offering convenience, simplicity, transparency and security when interacting with them</li> <li>Understand different type of insurance options (endowment, medical, critical illness) and its importance in the wealth management planning</li> <li>Understand the cross-border investment and insurance options, its limitation and regulatory concern</li> </ul> </li> <li>Provide updated market information to cross-border customers and state pros and cons of different investment options           <p>Be able to:</p> <ul style="list-style-type: none"> <li>Provide market updated information to cross-border customers such as "Shanghai Hongkong Stock Connect", "ShenZhen Hongkong Stock Connect", "Mainland-Hong Kong Mutual Recognition of Funds" and the processes of making use of these investment vehicles</li> <li>Share with cross-border customers the pros and cons of different investment and insurance options; clearly state the regulatory requirements and other restrictions</li> </ul> </li> <li>Provide assistance in complex issues           <p>Be able to:</p> <ul style="list-style-type: none"> <li>Always set highest priority for customers' interest when considering what kinds of information should be provided to them</li> <li>Help cross-border customers navigate complex issues such as a large variety of asset classes, overwhelming choices of emerging markets and increased economic uncertainty to meet their personal investment goals and risk profile</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>Transmit useful product information to cross border customers including special features, regulatory requirements and limitation that may affect them</li> <li>State pros and cons of different types of products and services which tied-in with specific customer needs in order to lead them to compare the options</li> </ul>
Remark	