

Specification of Competency Standards for the Retail Banking

Unit of Competency

Sales and Relationship Management > 8.5 Customer Relationship Development

Title	Handle customer enquiry
Code	107544L4
Range	Handle different kinds of customer enquiry appropriately. This applies to enquiry in all forms and in every aspect which can affect customer satisfaction
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the profiles of different customers Be able to: <ul style="list-style-type: none"> • Organise information about the customer' buying habits, utilization of banking services or demographics to accomplish targeted marketing 2. Handle different types of customer enquiry to enhance customer satisfaction Be able to: <ul style="list-style-type: none"> • Perform conflict-resolution to turn unsatisfactory customers into happy customers who believe the bank cares about their problem and wants to help them • Answer customer's enquiry and provide appropriate feedback or solutions to customers • Follow up on customer's enquiry and tactfully probe further to uncover the genuine needs 3. Adopt a customer-centric mindset when interact with customers Be able to: <ul style="list-style-type: none"> • Show caring and respect to the customers; react responsively and timely to their demand • Communicate with customers proactively to probe for their opinions and needs • Exercise utmost care in advising or acting on behalf of customers to avoid making misrepresentation or passing inaccurate or misleading information to them
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Handling of customer enquiries. The responses should be customized to the specific situations so as to employ an appropriate method which can resolve the concerns of customers successfully • Remain competent to answer customer enquiries effectively amidst changes in business activities, operations environment and regulatory requirements
Remark	