

Specification of Competency Standards for the Retail Banking

Unit of Competency

Strategic Business Development and General Management > 9.6 Financial Technology Management

Title	Execute digital usage, reporting and optimization strategy
Code	107595L5
Range	Develop and execute digital and mobile usage metrics for all products, services and operational processes of the entire bank
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Strong understanding of banking business and financial analytics methodology in the industry Be able to: <ul style="list-style-type: none"> Analyse the latest development of technology utilization in financial services industry Harness data and resources to maximise prospect and customer engagement in support of the bank's strategic goals Drive continuous engagement of the bank's digital assets which focuses on mobile adoption Be able to: <ul style="list-style-type: none"> Partner with analytic teams to drive digital behaviour analysis that will inform and provide insights to digital strategy development Coordinate periodic reports on data analysis of digital marketing performance, digital product usage, segmentation of customer usage distribution, promotion campaign data, etc. to management team as useful tools to make strategic decision Facilitate analysis to identify areas of opportunity to increase digital and mobile engagement and identify key digital behaviours that drive sustained behaviours Take steps to ensure the measurement data of analysis are processed accurately and precisely Ensure all reports and documents are created in the format conformed to the bank's standards and policies Drive all aspects of customer experience. Targeting and engagement across different functional areas of the bank; including the bank's business partners Be able to: <ul style="list-style-type: none"> Provide analytic insight, drive targeting segmentation and identify new opportunities to increase digital and mobile engagement Employ a disciplined, data-driven approach to enhance customer experience across the full life cycle, with digital and mobile as priority channels for acquisition, servicing and engagement
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> Develop and maintain a dynamic reporting infrastructure which includes regular reporting of digital and mobile usage and campaign analysis with insights and details on their performance
Remark	