

Specification of Competency Standards for the Retail Banking

Unit of Competency

Other Core Generic Competences > 10.6 Self Management

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| Title | Demonstrate customer oriented behaviour to meet the bank's customer-centric value |
| Code | 107620L4 |
| Range | This unit of competency is applicable to work tasks in all functions of the bank; across simple to complex job roles |
| Level | 4 |
| Credit | 3 |
| Competency | <p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Customer centric Be able to: <ul style="list-style-type: none"> • Understand customers' situation and genuine needs • Demonstrate caring behaviors to help customers voice out their questions or concerns 2. Offer assistance to customers Be able to: <ul style="list-style-type: none"> • Offer help to customers and contribute value added ideas to provide constructive solutions • Provide assistance from an empathetic perspective and check if advice given fits customers' needs 3. Maintaining long term customer relationship Be able to: <ul style="list-style-type: none"> • Translate solutions into actionable services or product offers so as to create value for both the customers and the bank • Genuinely care about customers' situation after products or services offered, follow up to check their satisfaction and provide additional assistance when it is needed |
| Assessment Criteria | <p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Genuinely consider customer benefits in the centre of everything one performs • Offer products and services to customers from an empathetic perspective |
| Remark | |