

**Specification of Competency Standards**  
**for the Banking Industry**  
**Unit of Competency**

Functional Area - 1. General Enterprise Banking Service Delivery  
(Key Function – 1.4 Delivery of Investment and Insurance Services)

Title	Provide investment and insurance related services
Code	109174L4
Range	Provision of investment and insurance services to enterprise banking clients. This applies to different types of investment and insurance such as FX, unit trust, bonds, general insurance, life insurance, warranty etc.
Level	4
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concepts related to insurance and insurance services in order to identify the needs of clients;</li> <li>• Understand the features and operational procedures of different investment and insurance products to facilitate clients' understanding and selection of appropriate products for their specific needs.</li> </ul> <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Obtain personal and financial information of clients / the business in order to identify their needs in investment / insurance;</li> <li>• Obtain necessary documentation from clients and assist them to complete all requirement forms and documents in accordance with bank's procedures;</li> <li>• Obtain clarification or further information from clients when necessary;</li> <li>• Identify investment / insurance products which can provide the best investment vehicle or protection to clients / the business;</li> <li>• Explain the product information to clients in details (e.g. terms and conditions, service scope, fees) to ensure their full understanding and interpretation on the investment or insurance plans or proposal;</li> <li>• Handle clients' enquiries, offer clarification and obtain their agreement.</li> </ul> <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Analyse and explain potential risks of the investments and reiterate the possible impacts, loss, fluctuation to clients clearly;</li> <li>• Provide guidance and assistance to clients during the insurance claim procedure when necessary;</li> <li>• Make effort to ensure the service delivery process is complied with external regulations and internal guidelines for investment (such as suitability test).</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Provision of investment and insurance services to the clients with clear understanding of clients' needs, quality service delivery and monitoring mechanism to ensure accuracy and efficiency of the services provided.</li> </ul>
Remark	