Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 7. Product Development and Brand Marketing
(Key Function – 7.1 Market Research and Business Intelligence)

Title	Develop client segmentation, identify clients' needs in products and services
Code	109407L5
Range	Categorization of the bank's clients into different segments according to their demographic information, psychological variables, practicing industry, professions, financial needs, products and services preference, portfolio size, etc. This applies to all enterprise banking clients of different industries ranging from SME to large conglomerates.
Level	5
Credit	4 （For Reference Only）

Competency	Performance Requirements
	1. Knowledge in the Subject Area
	
	    Be able to:
	• Possess an in-depth knowledge in the common practices of client categorization and summarize major factors affecting demands on enterprise banking products and services;
	• Demonstrate expertise in client segmentation by applying the knowledge to evaluate the characteristics associated with different clients and the interrelationships among each factor.
	
	2. Applications
	
	    Be able to:
	• Differentiate the specific needs and preference on products and services of clients with different background;
	• Utilize market intelligence solicited to identify client needs vs. product features match;
	• Categorize clients into different groups after comparing different proposed segmentation;
	• Identify features on potential products and services required by current and new client segments by using specialized analysis;
	• Construct client profiles to display all the critical characteristics of different segments.
	
	3. Professional Behaviour and Attitude
	
	    Be able to:
	• Conduct data mining exercise to identify potential client segments for new business opportunities with an aim to enhance customer experience.

Assessment Criteria	The integral outcome requirements of this UoC are: • Establishing sound and meaningful client segmentation. The categorization is based on comparison of different proposed alternatives and application of specialized data mining and analysis techniques. The segmentation should provide comprehensive descriptions of client information which can facilitate product development and marketing.
Remark	