

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 7. Product Development and Brand Marketing
(Key Function – 7.3 Product Development)

Title	Develop functional and process design by employing innovative technology
Code	109419L6
Range	Development, revision, and implementation of all enhanced enterprise banking functional and process design and their corresponding procedures for the bank. This applies to all functional and processes design related to enterprise banking product development.
Level	6
Credit	4 (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"> • Possess knowledge in the methodologies of data analytics in work process design and utilize them to identify opportunities to improve efficiencies and / or introduce new prospects for functional and process design; • Comprehend concepts and technical knowhow in process design and apply them to provide centralized support and assistance to enterprise banking service centers and various business and operations units of the bank on a variety of functional and process design issues; • Demonstrate knowledge in process design by applying it to support escalated business and operational tasks, projects and bank-wide process issues. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Review and analyse existing functional and process practices and recommend changes to determine best practices and policies; • Develop, revise, and maintain the functional and process design and their corresponding procedures for the bank; • Protect data transfer, storage and privacy according to internal and external policies. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Develop standard reporting mechanisms related to customer activities, business models, services and analyse pricing changes and potential impact to the current client base; hence to propose functional and process design; • Produce functional and process designs that conforms to the bank's standards and meet regulatory requirements as well as customers' needs; • Take necessary actions to ensure the measurement data related to process design are processed accurately and precisely; • Plan and evaluate how technological data are used in business process, including the use of key metrics and performance indicators so as to revamp business and process design.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Adapting to process standards and guidelines while being proactive with process improvement recommendations;

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	<ul style="list-style-type: none">• Conducting data analysis and driving rapid experimentation in incremental and breakthrough solutions to enhance the bank's business models and functional / process design; hence to deliver quality products and services to meet customer needs.
Remark	