

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

Functional Area - 8. Quality Management  
(Key Function – 8.1 Quality Management System Development and Implementation)

Title	Promote quality management culture in the bank
Code	109461L5
Range	Conducting promotion or educational activities to instil a quality culture in the bank. This applies to activities of different kinds and in different scale.
Level	5
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"> <li>• Understand the concepts of building organization culture and apply the knowledge to summarize major details of quality management policies in order to ensure compliance with the stated process and fulfilment of performance standards;</li> <li>• Apply the knowledge in quality management to review different concepts and theories in learning and development in order to design suitable activities to promote quality culture.</li> </ul> <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Conduct survey to identify the current level of awareness and engagement in quality initiatives of different staff;</li> <li>• Develop suitable campaign to promote awareness of the bank’s service commitment in alignment with the quality management policies of the bank;</li> <li>• Develop suitable training programmes for improving service quality according to the knowledge level and job requirements of different staff;</li> <li>• Review current performance on quality metric to identify the needs in educational activities.</li> </ul> <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Incorporate total quality management practices into the daily work of customer services;</li> <li>• Identify relevant quality-related training needs for bank employees and develop training programmes to promote awareness and values on quality policies of the bank.</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Customization of promotion or educational activities to improve the quality standards of the bank according to the current performance, knowledge level and job requirements of different staff.</li> </ul>
Remark	