

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

Functional Area - 8. Quality Management  
(Key Function – 8.2 Quality Monitoring and Control)

Title	Develop performance standards in customer service
Code	109465L5
Range	Development and enforcement of performance standards in customer service. This applies to different kinds of customer services regardless of the customer segment.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• Understand the importance of customer feedback and analyse voice of customers and identify customer’s requirements on bank’s services;</li> <li>• Possess expertise knowledge in carrying out large scale customer services study and apply it to analyse performance data, chart against defined standards and parameters to identify areas which warrant quality control.</li> </ul> <p>2. Applications</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• Formulate objectives for quality assurance on customer services;</li> <li>• Incorporate total quality management practices into the daily work of customer services;</li> <li>• Develop quality standards in customer service after analysing the operations, requirements and needs of different business and operation units;</li> <li>• Identify relevant quality related training needs for bank employees and develop appropriate training programmes to promote awareness on quality policies and programmes;</li> <li>• Improve service quality of staff through training and other means to ensure consistent service delivery.</li> </ul> <p>3. Professional Behaviour and Attitude</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• Develop activities (e.g. service campaigns) to promote awareness of the bank’s service commitment;</li> <li>• Develop service recognition programs (e.g. incentive scheme, quality service awards) to promote the service performance standards of the bank.</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Formulation of performance standards in customer service which are based on analysis on customer’s requirements, performance, operations, requirements and needs of different units;</li> <li>• Formulation of activities to promote the performance standards / quality culture to related staff. The activities should be tailored to the different training needs of employees.</li> </ul>
Remark	