Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 8. Quality Management
(Key Function – 8.4 Customer Experience Management)

Title	Identify measures to improve customer experience
Code	109473L5
Range	Identifying measures to improve customer experience. This applies to different kinds of operations and customer regardless of the segments which they belong to.
Level	5
Credit	4 （For Reference Only）
Competency	Performance Requirements 1. Knowledge in the Subject Area Be able to: • Comprehend the concepts and theories of customer experience management and apply the knowledge to identify areas of high risk and assess risk factors in all aspects of enterprise banking operations; • Well versed of problem-solving techniques and apply it to review areas of risk and investigate identified issues to identify root causes of the problems; • Have the knowledge in customer relationship management and apply it to analyse root causes of negative customer responses; hence to proactively identify methods to address them and improve service delivery processes. 2. Applications Be able to: • Identify high impact attributes which bring delights (exceptional values) to the customers of the bank and formulate corresponding measures; • Liaise with different parties to modify processes and procedures in relevant areas such as IT systems and operations to develop measures such as shortening turnaround time and upgrading service levels which can bring more benefits to customers. 3. Professional Behaviour and Attitude Be able to: • Evaluate customer service guidelines to ensure all parties can follow the standards and reduce the possibilities of violations; • Conduct compliance check to ensure changes are complied with the bank's policy, audit and regulatory requirements.
Assessment Criteria	The integral outcome requirements of this UoC are: • Suggestion of measures to tackle high risk areas identified. The suggestion should be based on analysis in high risk areas identified, customer requirements, regulations and the results of compliance check, etc.
Remark	