

Specification of Competency Standards
for the Banking Industry
Unit of Competency

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

Title	Analyse customer feedback for improving services of the bank
Code	109476L5
Range	Analysing feedback from customers collected from customer satisfaction survey in order to provide recommendations on improving services of the bank. This applies to feedback on different businesses / operations of the bank.
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"> • Possess knowledge in customer feedback management and use it to evaluate the objectives and framework of customer satisfaction survey in order to interpret the results accurately; • Demonstrate professional knowledge across different disciplines of banking services in order to identify meaningful conclusion from the results. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Aggregate and verify information from different sources to have a comprehensive understanding in the bank's service quality from different aspects; • Conduct different types of analysis (e.g. statistical analysis, taxonomy, matrix analysis) in order to obtain meaningful conclusion from the data; • Evaluate assumptions and constraints of the survey methods and take them into consideration when interpreting the data; • Analyse the respondents' profile and conduct subgroup analysis to identify direction for improvement measures or future research; • Explain the survey results by identifying the underlying causes of the trends or observations. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Interpret the data and make deduction and inferences about customers' satisfaction and expectations with the services provided by the bank; • Provide recommendations on services quality improvement based on the analyses of survey data.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Provision of customers' perceptions on the bank's services and recommendations on improving services quality. These should be based on consideration and analyses from data obtained from customer satisfaction survey.
Remark	