

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

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

Title	Manage feedback from different parties in order to protect bank's image
Code	109477L5
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"> <li>• Possess the knowledge in customer feedback management and apply it to analyse types of feedback and the effects on the bank's image in order to develop appropriate approach to handle the feedback;</li> <li>• Apply the customer experience management knowledge to develop procedures and guidelines in handling feedback received from external parties, such as customer relationship management and customer complaint management processes.</li> </ul> <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Analyse the functions and operations of different units to identify the training needs of staff in handling feedback;</li> <li>• Establish a comprehensive database of customer feedback and the appropriate ways in handling;</li> <li>• Design learning solutions to develop expertise and professional skills in handling verbal and written complaints in order to ensure prompt response and effective service recovery actions are taken;</li> <li>• Develop guidelines in complaint handling with respect to quality and technical issues.</li> </ul> <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Provide pro-active and responsive service to handle customers' grievances on large-scale incidents and resolving them quickly to the customer's satisfaction;</li> <li>• Manage open criticism from media, regulatory bodies, pressure groups, etc. and minimize any risks in operation, regulation and / or public relations.</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Provision of procedures and guidelines in handling feedback after analysing the impacts of feedback on the bank's image;</li> <li>• Provision of relevant materials or activities (e.g. procedures, guidelines and training etc.) to assist staff in handling complaints after analysing their training needs in handling feedback;</li> <li>• Handling negative feedback which may have big impacts on the bank's image.</li> </ul>
Remark	