

Specification of Competency Standards
for the Banking Industry
Unit of Competency

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

Title	Provide quality services to clients
Code	109479L4
Range	Delivery of customer service which can exceed customers' expectations. This applies to all different kinds of banking services and customers.
Level	4
Credit	3 (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"> • Understand the philosophy of service excellence and the importance to bank in order to provide exceptional customer service proactively; • Understand the quality management policies of the bank and quality standards in different processes and apply it to review the quality of existing service delivery. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Observe customers' behaviours / reactions in order to understand their impression on the bank's products and services; • Identify the needs and expectations of customers by communicate with them (e.g. asking questions, listening to them); • Identify solutions which can match or even exceed their expectations. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Keep abreast with best practices in the services of banking industry and identify suitable ideas for applying to daily work; • Interact / Communicate with customers in a polite and professional manner; • Show respect to customers and always demonstrate good service attitude.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Provision of solutions which can meet / exceed customers' expectations based on understanding in their needs; • Good service attitude is demonstrated with contribution to customer satisfaction.
Remark	