

Specification of Competency Standards
for the Banking Industry
Unit of Competency

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

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| Title | Conduct investigation on complaint cases and make recommendation for actions |
| Code | 109481L4 |
| Range | Employing different kinds of data collection methods to obtain useful information for finding out the causes of customer dissatisfaction and making recommendations to follow up. This applies to complaints on customer services or products offered by the bank and different types of 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"> • Demonstrate proficient knowledge across different business areas of banking services in order to understand the complaint cases; • Demonstrate proficient knowledge in best practices regarding complaint handling and conflict management in order to identify the genuine concerns of the customers. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Collect information from different sources to verify the information provided by the clients; • Analyse data collected from different channels and identify problem areas and the root causes; • Recommend different alternatives of improvement by analysing root causes of the problems, strategy of the banks and available resources, etc.; • Identify any follow-up actions to be conducted to prevent re-occurrence of the incidents. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Anticipate possible responses from relevant parties, plan and implement preventive measures to manage possible negative responses; • Seek official permission to perform the activities related to the investigation appropriately and consistently. |
| Assessment Criteria | <p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Identification of causes for the dissatisfied services based on consolidated information collected from different sources; • Provision of recommendations on improvement measures based on information collected from different sources. |
| Remark | |