

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 timely response to customers regarding their feedback and address their concerns
Code	109482L3
Range	Handling customers' complaints. This applies to all different kinds of complaints which include complaints on the bank's products, services, behaviours of employees, service quality, environment of the bank premises, etc.
Level	3
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 principles and steps in handling customers' complaints in order to resolve the case effectively; • Understand the importance of complaints handling and the possible impacts on the bank. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Ask appropriate questions to obtain details of the customers' experience and why they are dissatisfied; • Conduct fact finding of the complaints by probing customers in order to understand their genuine needs. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Pacify customers' emotions by applying suitable steps and tactics in complaints handling; • Resolve customers' grievances by offering feasible solutions to satisfy the requests of customers; • Escalate the case to supervisors when the situations do not improve or the requests of customers require approval from a higher rank employee.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Sufficient amount of information about the details of the complaint cases and customers' experience are obtained; • Suitable solutions to resolve the complaint cases are proposed.
Remark	