

Specification of Competency Standards
for the Banking Industry
Unit of Competency

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

Title	Implement survey to collect data on customer satisfaction
Code	109483L3
Range	Executing data collection plan to collect information regarding customers' perception. This applies to customer satisfaction survey of different target groups and at different scales.
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 concepts and techniques of customer satisfaction survey and apply the knowledge to summarize the details of the data collection plan in order to understand the tasks and responsibilities; • Demonstrate basic understanding in survey method and administration in order to carry out the tasks independently. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Collect data from different sources according to the protocol provided by the bank; • Employ different tools for data collection according to the guidelines and operational procedures provided; • Record the information obtained accurately in accordance with the template provided by the bank. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Maintain professional ethics during the data collection process to ensure data reported to the bank is accurate and reliable; • Observe privacy ordinance and other relevant regulations in order to protect the information of customers.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Execution of data collection activities in accordance to the stated plan to ensure accuracy and reliability of data collected.
Remark	