

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

Functional Area - 9. Sales and Relationship Management  
(Key Function – 9.4 Account Management and Customer Relationship Management)

Title	Manage client information and sales record
Code	109514L4
Range	Management of customer information of the bank in a specific business area or operation unit. This includes all information related to bank's existing customers such as personal information, transaction record and service reports etc.
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"> <li>• Possess the knowledge of the bank's requirements on client information and record processing and based on that to evaluate different kinds of client information and assess their usage in the bank's business and operations;</li> <li>• Comprehend the up-to-date methods of information management and is capable to select a suitable approach for the bank.</li> </ul> <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Develop and implement systems to record sales activities from initial customer contact to successful close of a banking transaction;</li> <li>• Build basic systems and practices of constructing customer profile and sales record to help analyse financial standings of customers; and translate data into customer needs.</li> </ul> <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Manage the maintenance of customer transaction record in a cost-effective manner to facilitate forecasts and view anticipated revenue by a variety of date ranges, i.e. monthly, quarterly, annually;</li> <li>• Provide advice on the design of the template of customer transaction reports which allow sales teams of different channels to analyse opportunities by lead sources, geographical location, bank account and customer segment;</li> <li>• Design the template of reports and presentation format of statistics with a customer-centric thinking to serve as input for customer relationship management plan.</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Provision of data management systems and report format which is able to report accurate and timely customer information. The design of the systems is based on an accurate understanding of the needs of different parties and allows an effective and efficient recording, storage and retrieving of customer information.</li> </ul>
Remark	