

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

Functional Area - 10. General Management  
(Key Function – 10.6 Financial Technology Management)

Title	Develop customer and digital transformation road mapping
Code	109578L6
Range	Developing bank-wide digital transformation road mapping architecture that specific needs of different functions of the bank are well considered.
Level	6
Credit	4 (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>• Understand the customer and bank driven digital strategies developed and is capable to translate them to build detailed transformation plan;</li> <li>• Demonstrate understanding of data gathering and analysis methodologies by gathering complex information to perform data analysis in driving increased business effectiveness, improved technology utilization and enhanced position to address market forces.</li> </ul> <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Adopt a strategic mind-set, analytical thinking, and operational prospective to drive business value upon customer and digital transformation road mapping;</li> <li>• Construct detailed customer / digital transformation plan to clearly articulate initiatives required to consciously transform the bank to the targeted future state;</li> <li>• Follow the customer digital solution strategy, technology architecture, platform alternatives and road maps to support and enable business and technology vision and goals.</li> </ul> <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Quantify the value / size of new opportunities to inform and prioritize technologies, channels, processes, products and services road maps;</li> <li>• Articulate complex business issues and trends, including the associated technology implications within the financial service industries to develop the transformation plan;</li> <li>• Adopt a strategic perspective, critical thinking, and value enhancing objective to integrate complex issues in the transformation processes.</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Taking complex technology factors and business issues into account, lead in-depth analysis to construct customer and digital transformation road maps;</li> <li>• Following the customer digital solution strategy, technology architecture, platform alternatives and road maps to support and enable business model transformation.</li> </ul>
Remark	