

Specification of Competency Standards
for the Banking Industry
Unit of Competency

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

Title	Execute digital usage, reporting and optimization strategy
Code	109581L5
Range	Development and execution of digital and mobile usage metrics for all products, services and operational processes of the entire bank. This applies to all sorts of tools on digital usage, reporting and optimization strategy design and implementation including self-developed and external vendor designed digital devices.
Level	5
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"> • Understand the global financial technology development trend and based on this knowledge to analyse the latest development of technology utilization in financial services industry; • Possess the knowledge and techniques of customer experience management and apply it to utilize relevant data and resources to maximize prospect and customer engagement in support of the bank's strategic goals. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Partner with analytics teams to drive digital behaviour analysis that will inform and provide insights to digital strategy development; • Coordinate periodic reports on data analysis of digital marketing performance, digital product usage, segmentation of customer usage distribution, promotion campaign data, etc. to management team as useful tools to make strategic decision; • Facilitate analysis to identify areas of opportunity to increase digital and mobile engagement and identify key digital behaviours that drive sustained behaviours; • Take steps to ensure the measurement data of analysis are processed accurately and precisely; • Create all reports and documents in the format conformed to the bank's standards and policies. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Provide analytics insight, drive targeting segmentation and identify new opportunities to increase digital and mobile engagement; • Employ a disciplined, data driven approach to enhance customer experience across the full life cycle, with digital and mobile as priority channels for acquisition, servicing and engagement.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Developing and maintaining a dynamic reporting infrastructure which includes regular reporting of digital and mobile usage and campaign analysis with insights and details on their performance.
Remark	