

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 11. Other Generic Competencies
(Key Function – 11.6 Personal Effectiveness)

Title	Demonstrate customer oriented behaviour to meet the bank's customer-centric value
Code	109608L4
Range	Showing customer care behaviours at work and always acting in accordance with customer needs. This applies to work tasks in all functions of the bank; across simple to complex job roles.
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"> • Understand customers' situation and genuine needs hence to provide positive responses; • Possess knowledge in customer orientation by demonstrating caring behaviours to help customers voice out their questions or concerns. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Offer help to customers and contribute value added ideas to provide constructive solutions; • Provide assistance from an empathetic perspective and check if advice given fits customers' needs and meets their expectation. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Translate solutions into actionable services or product offers so as to create value for both the customers and the bank; • Take genuinely care about customers' situation after products or services offered. • Follow up to check their satisfaction and provide additional assistance when it is needed.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Genuinely considering customer benefits in the centre of everything one performs; • Offering products and services to customers from an empathetic and customer-centric perspective to meet the customer needs and expectation.
Remark	