

Investment Platform > Product Development and Launching

Title	Design operational procedures for new products
Code	106808L5
Range	Designing procedures to specify the entire operation process (e.g. product launch, promotion, selling, service delivery, after sale) of the new products. This applies to products of different kinds and for different segments of clients.
Level	5
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Evaluate the operational requirements of the products Be able to: <ul style="list-style-type: none"> • Evaluate features of the products in order to identify its operational requirements • Analyze the features of different product delivery platforms to identify the requirements on the operational procedures 2. Design operational plan for service delivery Be able to: <ul style="list-style-type: none"> • Specify the special requirements in operation support for new product and service launch • Design workflow in selling and delivering the newly developed products after analyzing relevant information which includes but not limited to the business strategy, marketing plan, delivery systems, customers, etc. • Recommend operational procedures of new products and services to facilitate the sales of the product • Ensure the operational procedures are in compliance with regulations and the bank's internal standards by reviewing the relevant guidelines and developing tracking or monitoring mechanism to prevent deviation from the stated procedures 3. Implement the operational procedures Be able to: <ul style="list-style-type: none"> • Define the roles and responsibilities of different parties involved in the operation process • Identify areas for improvement required in the workflow • Assist in formulating procedures, guidelines, workflow or tools for communicating the operational procedures associated with the launch of individual new product or service
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Specification of operational procedures for new products to describe the details in different processes from product launch to after sales service. These should be based on analysis on the product features, operational requirements and existing procedures / platforms of the bank.
Remark	