

Client Management, Advisory and Support > Account Management and Servicing

Title	Handle customer enquiry and/or complaints
Code	106855L4
Range	Handle different kinds of customer enquiries / complaints appropriately. This applies to enquiry in all forms and in every aspect which can affect customer satisfaction.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the profiles of different customers <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Organize information about the customer' buying habits, utilization of banking services or demographics to accomplish targeted marketing 2. Handle different types of customer enquiries / complaints to enhance customer satisfaction <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Perform conflict-resolution to unsatisfactory customers and rectify the issues within relevant parties to provide a follow up plan for clients • Escalate to senior management and/or Independent Risk Management Unit if it is confirmed that the client would like to file an official compliant. • Answer customer's enquiry and provide appropriate feedback or solutions to customers • Follow up on customer's enquiry and tactfully probe further to uncover the genuine needs 3. Adopt a customer-centric mindset when interact with customers <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Show caring and respect to the customers; react responsively and timely to their demand • Communicate with customers proactively to probe for their opinions and needs
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Handling of customer enquiries / complaints. The responses should be customized to the specific situations so as to employ an appropriate method which can resolve the concerns of customers successfully.
Remark	