

Client Management, Advisory and Support > Solutions Delivery and Implementation

Title	Identify clients' needs for new products
Code	106875L6
Range	Identifying client's needs for new products and communicating the information to relevant units of the bank. This applies to needs of different kinds of investment products for private banking clients.
Level	6
Credit	5 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Demonstrate specialized knowledge in investment products <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Evaluate critically the features and structures of existing products in order to determine whether they can satisfy client's needs • Demonstrate specialized understanding in finance / financial engineering in order to provide advice on product development 2. Identify the needs of clients <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Communicate with clients, obtain their comments and identify their needs on new products • Monitor changes in market environment and client's profiles in order to identify the needs for new products 3. Coordinate with product development specialists <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Communicate the needs of clients to product development specialists and obtain clarification / additional information from clients, if necessary • Communicate with product development specialists about the comments of clients on existing products • Work with product development specialists regarding the product architecture and confirm with clients about whether the proposed structure can match their needs
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Provision of client's information and comments to facilitate product development. The information provided should be able to help product development specialists to understand client's needs and latest market updates.
Remark	