

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Policy Service

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| Title | Analyze call statistics to enhance business functions |
| Code | 105571L5 |
| Range | This unit of competency is applicable to those who are responsible for analyzing call statistics. It involves defining objectives of analysis, gathering relevant statistics and records, evaluating statistics against prescribed objectives, and providing recommendations to improve business functions. |
| Level | 5 |
| Credit | 3 (for reference only) |
| Competency | <p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge in service quality management <ul style="list-style-type: none"> • Comprehend corporate development strategy • Comprehend company's product terms and features • Comprehend relevant regulatory requirements on telemarketing • Possess knowledge in service system design 2(a). Gather call statistics and related data <ul style="list-style-type: none"> • Define objectives of analysis, e.g. improving customer experience, revealing potential market needs • Identify scope of statistics required to support the analysis • Gather data via call centre system 2(b). Analyze call statistics <ul style="list-style-type: none"> • Evaluate service performance against prescribed objectives, e.g. average wait time, number of abandoned calls, percentage of first call resolution • Analyze customer responses to reveal potential trends, unaddressed customer needs • Analyze customer enquiries and service requests to reveal potential pitfalls in existing products and services • Provide recommendations to address operational efficiency, service design, product features, and other business functions to address intended objectives of analysis 3. Analyze call statistics to provide recommendations that support corporate development <ul style="list-style-type: none"> • Identify objectives and scope of analysis to collect necessary data through call centre system • Evaluate statistics to uncover potential trends and pitfalls in company's products and services • Offer recommendations to address operational efficiency, service design, product features and other business functions. |
| Assessment Criteria | <p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to determine objectives and analytic scope of call statistics analysis • Able to acquire complete and accurate data for assessment • Able to interpret statistical indicators on service performance and product quality • Able to provide suggestions on operational efficiency, service design, product features, and other business functions. |
| Remark | This unit of competency is also applicable to general insurers and life insurers. |