

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Marketing

Title	Develop new product development procedures
Code	105606L6
Range	This unit of competency is applicable those who are responsible for setting up company procedures to facilitate new product development. It involves integration of product development processes into organizational structures and functions to support new product development.
Level	6
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge in product development <ul style="list-style-type: none"> • Comprehend features of product classes • Updated knowledge of market competition and product developments • Knowledgeable about stages of product development • Full knowledge on resources requirements for new product development • Full knowledge on how different factors affect product development • Good knowledge of regulatory requirements 2 (a). Set up platform to support new product developments <ul style="list-style-type: none"> • Identify team(s) in organization responsible for new product developments • Decide approval authority for product development • Develop channels for idea generations, e.g. customer feedback, market research, segment analysis • Promote innovative culture to encourage staff feedback and creative ideas 2(b). Set up procedures for new product developments <ul style="list-style-type: none"> • Establish criteria to screen new product ideas • Establish procedures to determine time allowed for product developments • Establish procedures to allocate resources to develop products • Establish procedures to align underwriters to evaluate new product design • Establish criteria to determine how new product move from pilot tests to fine-tuning • Establish workflow charts • Establish criteria to approve new products • Establish new product sign-off authority and processes • Establish product performance evaluation forms 2(c). Introduce procedures <ul style="list-style-type: none"> • Present procedures to responsible and supporting units • Set up channels to obtain staff feedback • Review procedures based on product development experience 3. Develop new product development procedures in compliance with predefined corporate marketing strategy <ul style="list-style-type: none"> • Organize new product development process into step-by-step procedures • Identify areas requiring governing mechanisms and introduce appropriate authorities to control the process • Introduce procedures to relevant personnel • Review and fine-tune corporate procedures for refinement of new product.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to develop work culture that stimulates innovation and ideas for new product development • Able to establish detailed procedures for new product development • Able to communicate with relevant supporting units • Able to evaluate procedures based on product development experience • Able to employ new product development procedures supporting corporate marketing strategies.
Remark	This unit of competency is also applicable to general insurers and life insurers.