

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Legal & Compliance

Title	Formulate service quality standards
Code	105665L6
Range	This unit of competency is applicable to those who are responsible for formulating service quality standards. It involves defining quality in the context of brokerage services, conducting research to acquire customers' expectations towards service quality, defining quality levels, analyzing costs and benefits of achieving different quality levels, developing service quality standards.
Level	6
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge in formulating product and service quality standard <ul style="list-style-type: none"> • Comprehend corporate development strategies • Comprehend corporate profitability strategies • Familiarize with operations of business units • Familiarize with products and services offered by insurers • Familiarize with services of company • Possess quality control and quality management techniques • Well versed with relevant regulatory requirements on insurance operations 2. Formulate product and service quality standards <ul style="list-style-type: none"> • Define quality in the contexts of brokerage services • Conduct market research to acquire customers' expectations towards service quality • Define quality levels • Analyze costs and benefits of achieving different quality levels • Work with relevant units to develop quality standards for individual services • Review quality standards in case of new or revamped products in case of new service development 3. Ensure product and service quality standards support corporate development and profitability strategies <ul style="list-style-type: none"> • Define quality levels based on analysis of customers' expectations on service quality • Perform cost and benefit analysis relevant to predetermined quality levels • Collaborate with relevant units to formulate quality standards for individual services • Evaluate and adjust quality standards for new service development.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to define quality and quality levels in the context of brokerage services • Able to analyze relevant costs and benefits of achieving different quality levels • Able to develop feasible quality standards for different services respectively • Able to review and improve quality standards.
Remark	