

Specification of Competency Standards of the Insurance Industry

**Unit of Competency**

Title	Maintain up-to-date customer records to support daily operations
Code	105462L2
Range	This unit of competency is applicable to those who are carrying out daily operations. It involves maintenance of up-to-date customer records to support day-to-day functions.
Level	2
Credit	2 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Possess knowledge in customer record management <ul style="list-style-type: none"> <li>• Understand why customer record management is important to an insurer</li> <li>• Know how to operate a customer record management system</li> <li>• Understand the compliance requirements, e.g. Personal Data (Privacy) Ordinance, on customer data management</li> <li>• Know about insurance terminologies</li> </ul> </li> <li>2. Manage customer records <ul style="list-style-type: none"> <li>• Update and document customer data in a timely and accurate manner according to established workflow including data access authority</li> <li>• Seek advice from superior if there are irregularities, inconsistencies or missing information</li> <li>• Provide relevant customer statistics, e.g. statistics related to specific customer segments, upon requests</li> </ul> </li> <li>3. Comply with regulatory requirements and code of practice to handle and maintain customer records <ul style="list-style-type: none"> <li>• Maintain complete and up-to-date customer data</li> <li>• Handle customer records in accordance with regulatory requirements.</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency is:</p> <ul style="list-style-type: none"> <li>• Able to document complete and updated customer data systematically</li> <li>• Able to identify irregular and/or inadequate information in records</li> <li>• Able to summarize and present customer data to facilitate operations</li> <li>• Able to manage customer records in compliance with regulatory requirements.</li> </ul>
Remark	The unit of competency is applicable to general insurance, life insurers and brokers.