

Specification of Competency Standards for the Retail Banking

Unit of Competency

Sales and Relationship Management > 8.5 Customer Relationship Development

Title	Manage customer relationship professionally in accordance to their rights and liabilities
Code	107547L4
Range	Understand the rights and liabilities of bank customers and help customers to effectively exercise their rights in order to use the bank services. This applies to employees across different business and operations functions of the bank who are responsible to develop and maintain customer relationship.
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Understand rights and liabilities of customers and execute banking transactions accordingly Be able to: <ul style="list-style-type: none"> Understand and act in accordance to the rights and liabilities of bank customers Understand the rights of customers who maintain banking accounts and /or have business relation with the bank Know the right of customers to cross, endorse or cancel cheques and other instruments and their consequences and execute actions properly Help customers to use their accounts and exercise their rights effectively Be able to: <ul style="list-style-type: none"> Inform customers about any direct operations in their accounts Keep money and other related items of customers safe and return to them in accordance to the bank's policy and compliance requirements Approach and address customer queries and complaints in a professional manner Make effort to ensure both the bank and customers' benefits are well protected when conducting any banking transactions Notify bank management in case of customers' disagreement in the bank statements or other documents Report forgery of customer transactions if there's any Conduct proper KYC process and keep information in bank record Take actions to protect customer rights and promote a cordial relationship Be able to: <ul style="list-style-type: none"> Take personal effort to maintain and increase transparency in processing banking transactions for the customers Take actions to promote a fair and cordial relationship between customers and the bank Strive to develop harmonious bank / customer relationship by promoting and following fair and professional banking practices Protect the rights of bank, customers and other persons or entities connected with financial transactions which can pose significant reputational or other risks to the bank
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> Understand the rights and liabilities of customers; know the consequences of different activities or banking transactions that may affect them Make personal effort to protect customer rights and take actions to develop a fair and cordial bank / customer relationship
Remark	